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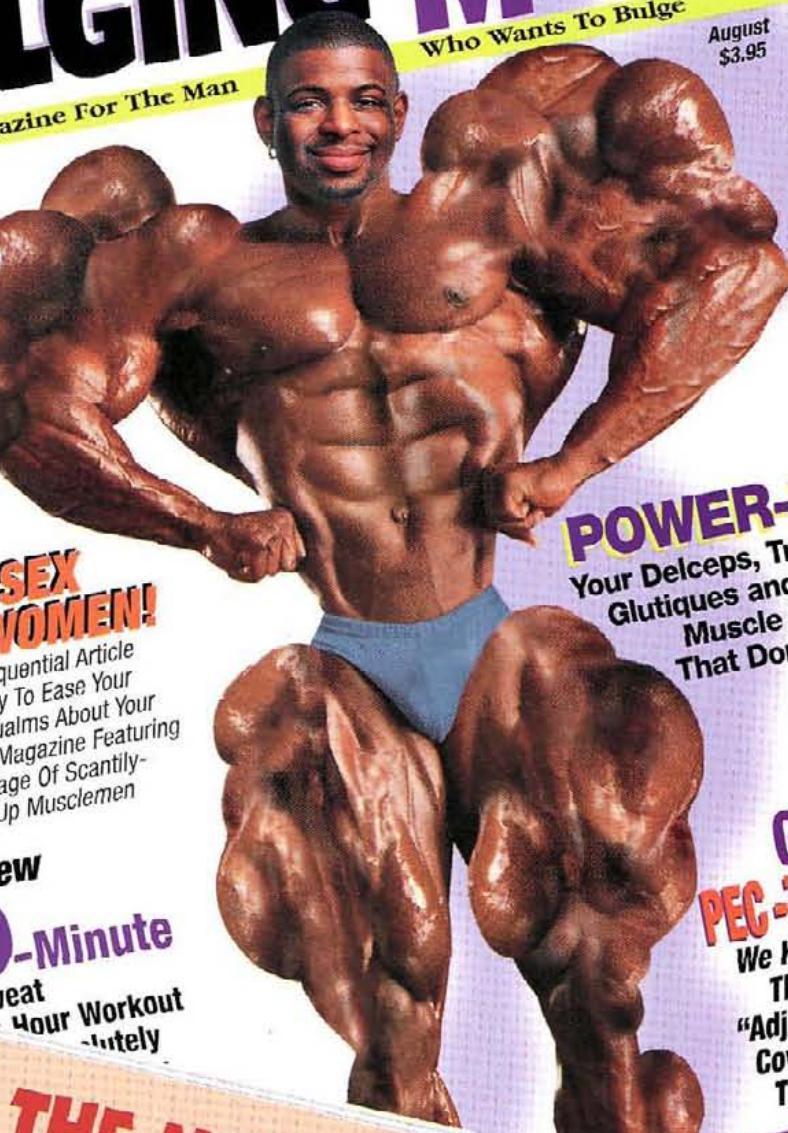
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ED ANTERIOR CRUNCH THRUSTS:  
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## WILD WEST • THE MATRIX

# MAD

No.  
384  
August  
1999

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# MAD

JULY 1999

NUMBER 383



29



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KEEP AN EYE OUT FOR THIS MAGAZINE!

MAD's SUPER SIZED 128  
BIGGEST EYE-  
SUPER POPPING  
SPECIAL! PAGES!

**MAD**

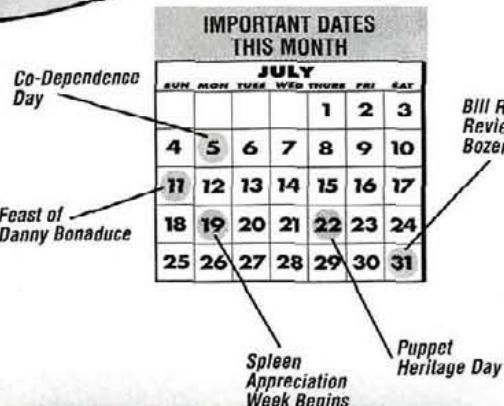
**5**  
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A DISTURBING  
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**24**  
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YOUR GUIDE TO  
SELF-IMPROVEMENT  
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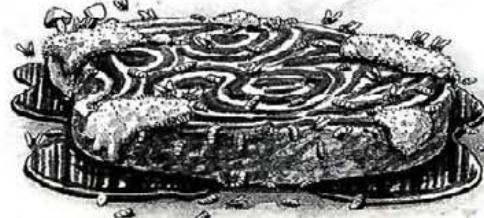


## MAD Editor's Note

Introduced last month, the new feature called Editor's Note is being discontinued as of this issue.

—The Editors

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"Most people don't mind a hard day's work — just as long as they're not in that day!"





## **OH SAY CAN YOU CHELSEA?**

What's with you people? Don't you know that MAD violated unwritten journalistic ethics by focusing attention on the President's daughter ("MAD Tags Along on a Typical Date with Chelsea Clinton" #379)? Just because *People* magazine would cross the line doesn't mean that MAD has to descend to that rag's abysmal standards.

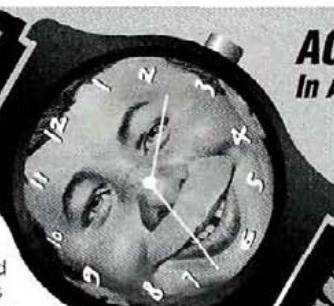
David Lynch, Willow Grove, PA

Lynch — Thank you for bringing this to our attention. Your letter was articulate, correct and 100% on point. We have circulated it to all our writers and we can assure you that articles about Bill Clinton's child or any President's child past or future will never, ever see the light of day in MAD. However, in the interest of full disclosure, we feel it necessary to tell you that several articles about Presidents' children have already been purchased and are too far along in production to pull from the magazine. Therefore, please accept in advance our apologies for the following upcoming MAD articles: "You Know George W. Bush is a Nimrod When," "A MAD Peek Behind the Scenes at Trisha Nixon's Tupperware Party," "The Lighter Side of Amy Carter" and "One Fine Day in Bed With The Gore Daughters." We just hope these ideas aren't ripped off by people before we have a chance to run them. Happy Reading!

—Ed.

# TIME WAITS FOR NO MAD

In yet another attempt to extricate every last dollar and cent you make, we are proud to present the all-new MAD wristwatch! It is available at comic shop retailers. To find one near you, call 1-888-Comic Book. Quantities are very limited, so hurry!



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be returned or acknowledged,  
however, unless they are accom-  
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read faxed submissions!

## **DISSING PERSONS REPORT**

I am a student at JWJHS in Rhinelander, Wisconsin. I am writing to ask why you always insult the readers in your Letters & Tomatoes Dept. Don't get me wrong, I think it is a great idea, but I think you are insulting a number of people who want to be taken seriously. I think they should get a life and figure out you're not serious, but you are losing readers by doing this.

Paul Heideman, Rhinelander, WI

At the risk of your being right and us losing yet another reader, we will now insult you, Paulie! We start with a question! What the hell is JWJHS? Is this the kind of place that when you graduate you get your own set of tools? Is it a clown college? Is it accredited by anyone? Is the admission test one of those open book, true or false, marked on a curve deals? Your parents must be very proud! Thanks for writing and see ya at the circus! —Ed.

On the Letters Page in issue #378, you tried to insult Michael Lancione three times by calling him a nimrod.

According to the *American Heritage Dictionary of the English Language*, a nimrod is a "hunter" or "a mighty hunter." You schmucks (see your definition of *schmuck* in the same issue)!

Gina Benjamin, Rhinebeck, NY

I recently had the chance to meet Richard Simmons and he was generous enough to pose for a picture with me and a copy of MAD #374. So how about it, do I get a free three-year subscription? After 13 years of being a loyal MAD reader it's about time I get some compensation for my suffering!

**Tom Ryan, Birmingham, AL**

When he's not dealing from the bottom of the Deal-A-Meal deck or suckering 1,000 pound men and women to cry on paid advertisements, tank-top aficionado Richard Simmons finds time to mingle among the little people, namely Tom Ryan of Birmingham, AL, who squeezes us for a three-year subscription. Congrats! —Ed.

Überclod: (oo'bär-klöd) an exceptionally dim-witted putz, a fool of extraordinary proportion. archaic: A yapping lap dog of a circus clown.



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## THE MORT. THE MERRIER



On March 18th at the Warner Bros. flagship Studio Store in New York City, long-time MAD artist Mort Drucker was on hand to sign copies of his new lithograph released in conjunction with the new *MAD About the Movies* trade paperback. In addition, he put

his John Hancock on the book, which satirizes 75 years of Warner Bros. entertainment. It was the highest-attended signing event in the store's history. Thanks,

Mort, for making hundreds of fans' dreams come true! The signed lithograph (pictured here) is still available, at the Warner Bros. Studio Store!



## THE ANSWER MAD

We continue our feature of answering a letter written to another magazine with a missive sent to *US* magazine's May issue.



*As an avid fan who did not waver during the "bad" times, I admire Kevin Costner ("The Heat Is On," March 1999) for his candidness and convictions. He will continue to succeed because his priority in picking roles is the message, not the money. What a refreshing concept! Thanks, Kevin, for not wavering for taking chances and for believing in your dreams.*

S.T., Lafayette, IN



**S.T. —** What a wonderfully insightful letter. If your definition of succeeding is picking cinematic gems like *Waterworld* and *The Postman*, then you're right, Kev will "succeed" his way right into Hollywood oblivion! We'll give you a refreshing concept: Hey, Costner, your priority should focus on whether a role is well-written, interesting and comprehensible. S.T., since you admire his candidness and convictions, how about refunding the hard-earned money us poor suckers spent seeing his "dreams" (our "nightmares"). See you at the \$2.00 movie theater for the matinee showing of *Message in a Bottle!* —Ed.

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<http://www.madmag.com>



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founder

**Jenette Kahn**  
president & editor-in-chief

**Paul Levitz**  
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**Nick Meglin & John Ficarra**  
editors

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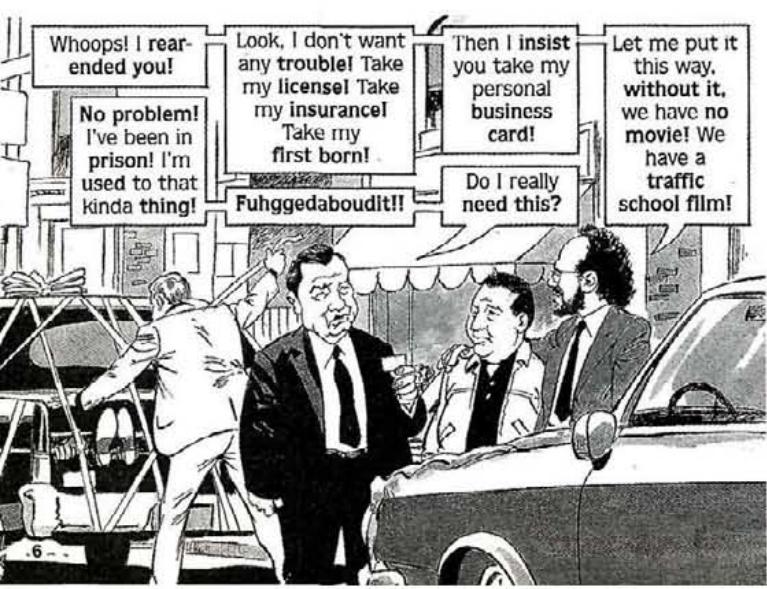
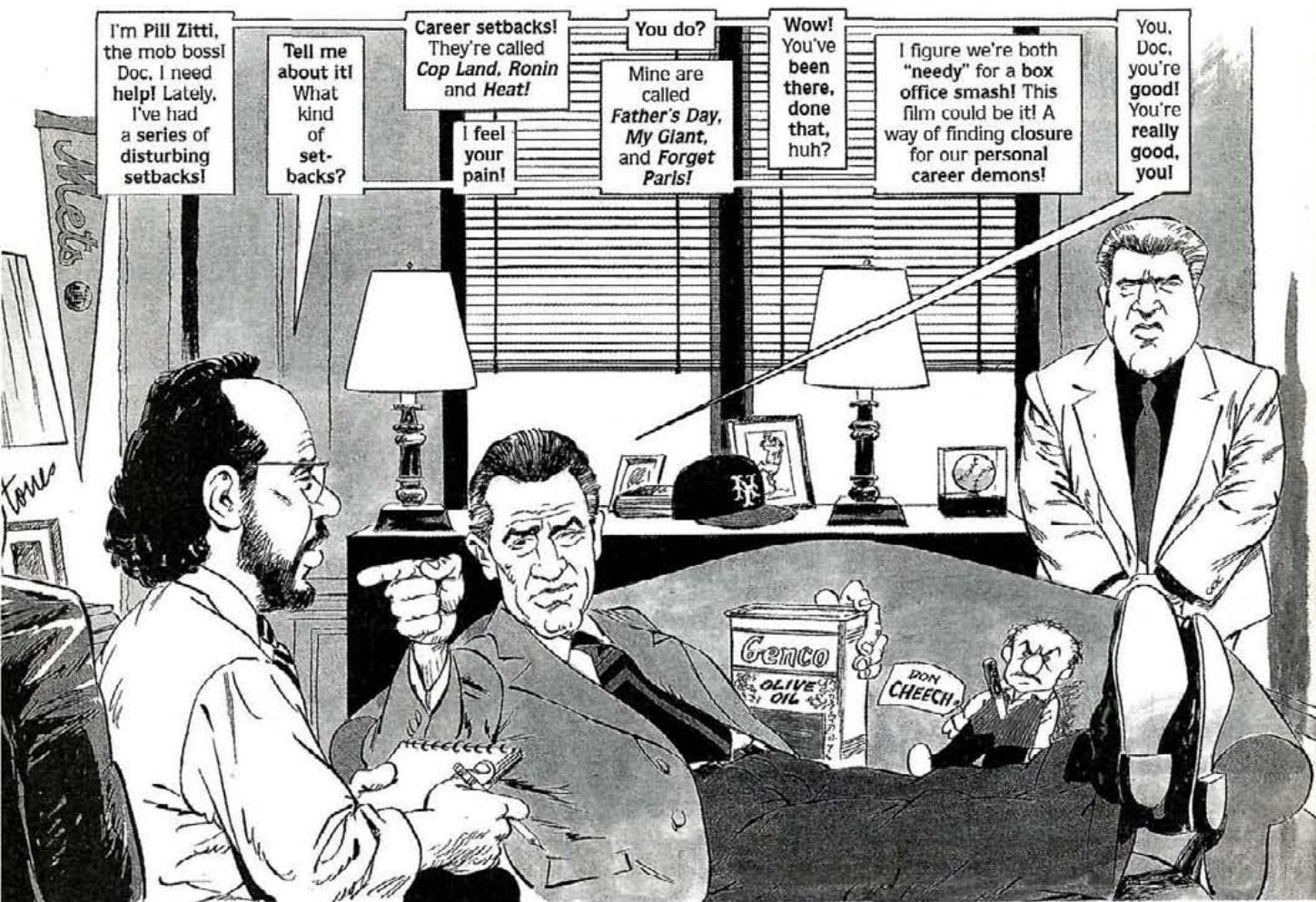
*the usual gang of idiots*

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ARE YOU TALKIN' TO ME — AT \$100 AN HOUR? DEPT.

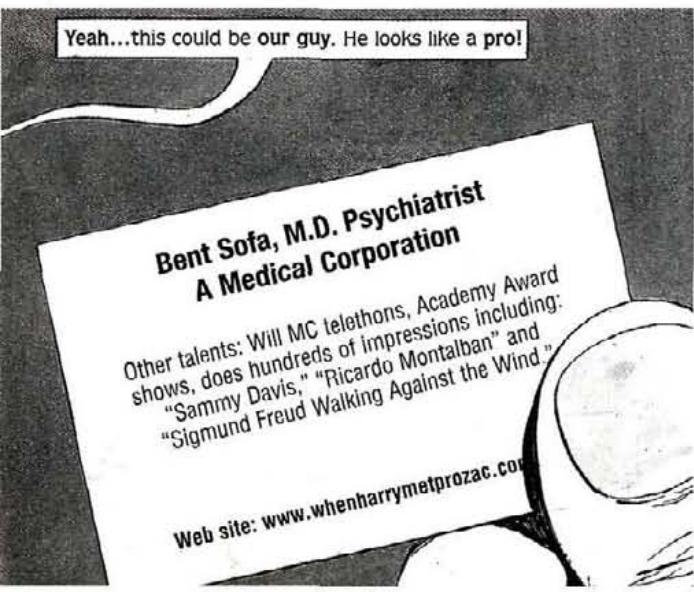
In 1972, MAD spoofed *The Godfather*. In 1974, we parodied *The Godfather Part II*. And just when we thought we were finished, they pulled us back in with *The Godfather Part III*! Recently, there's been a different kind of mobster movie — it's about a wiseguy in crisis. In *The Godfather* they went to the mattresses, in this film they're going to the couches! Seems like they're just begging us to...

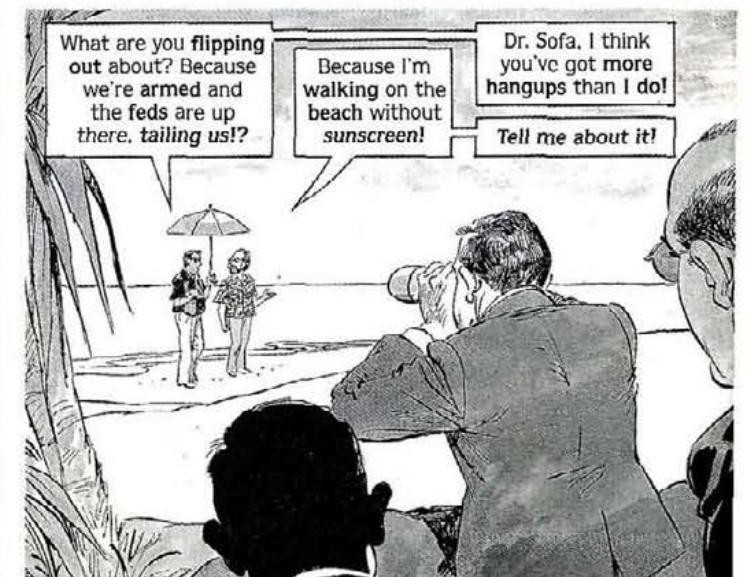
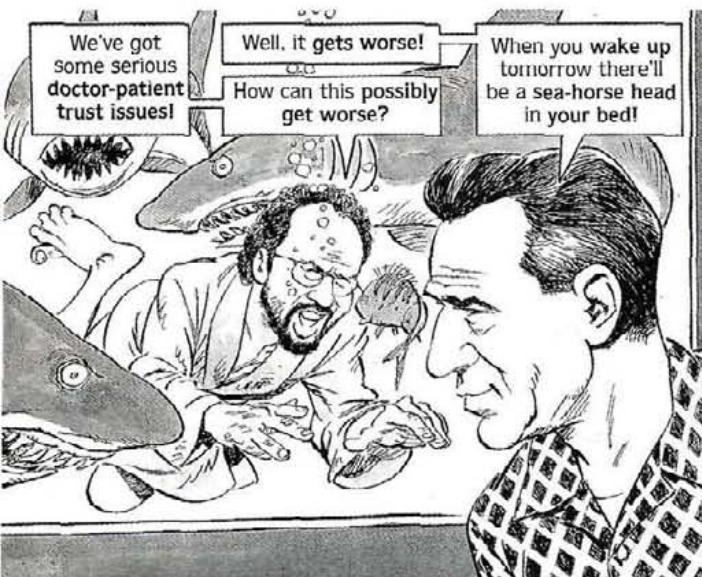
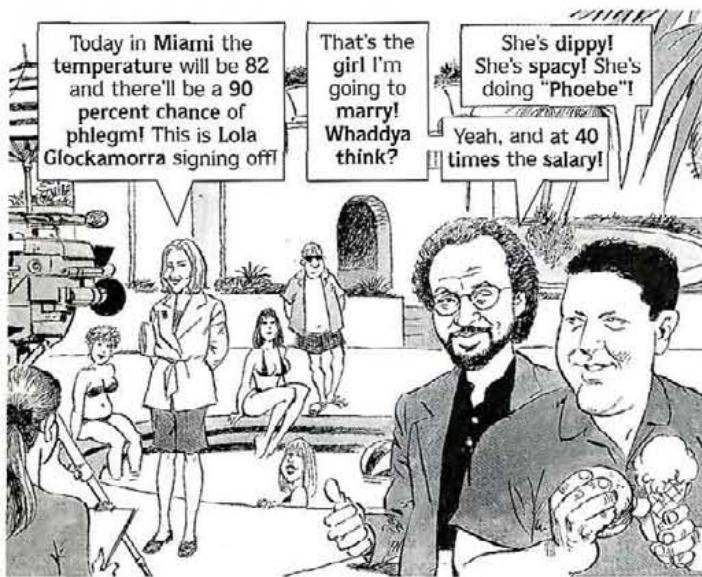
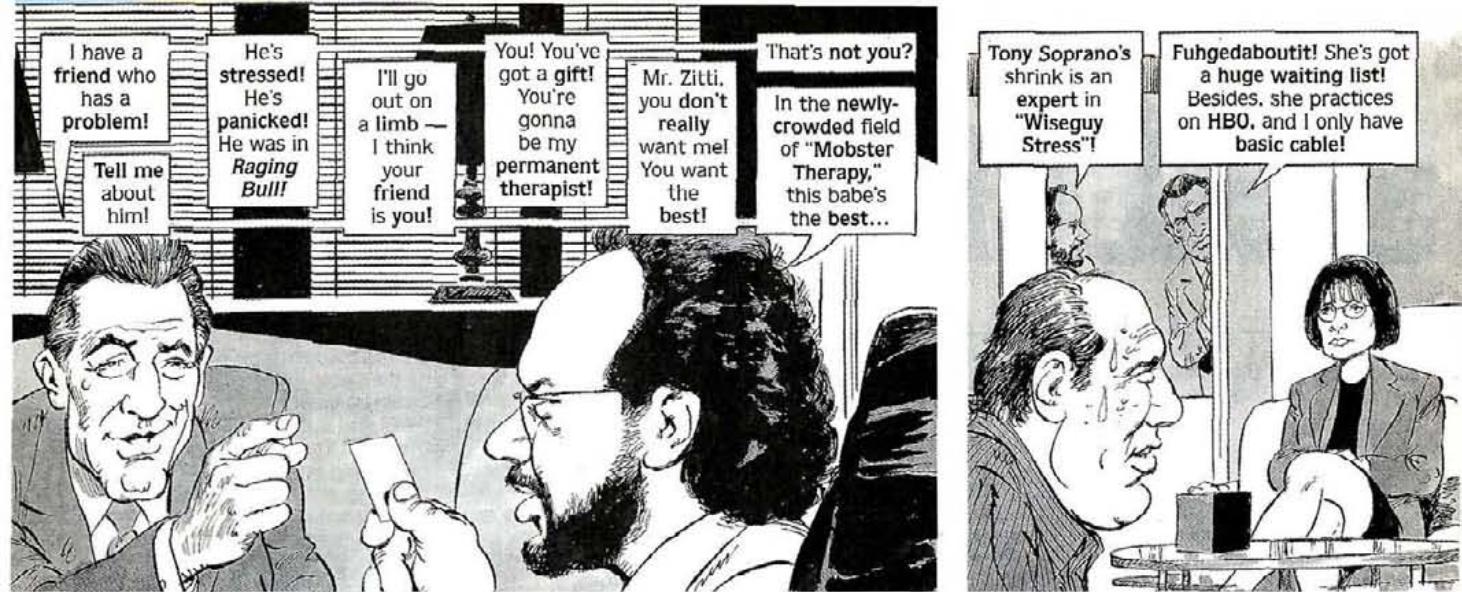


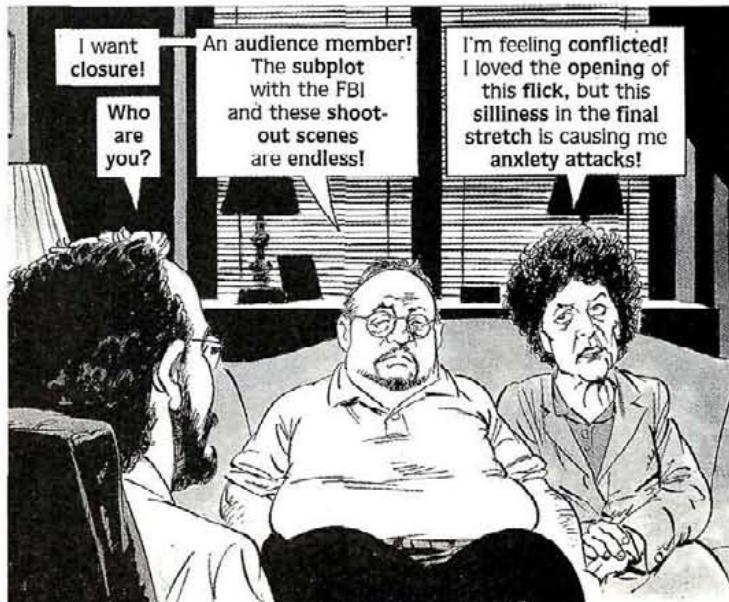
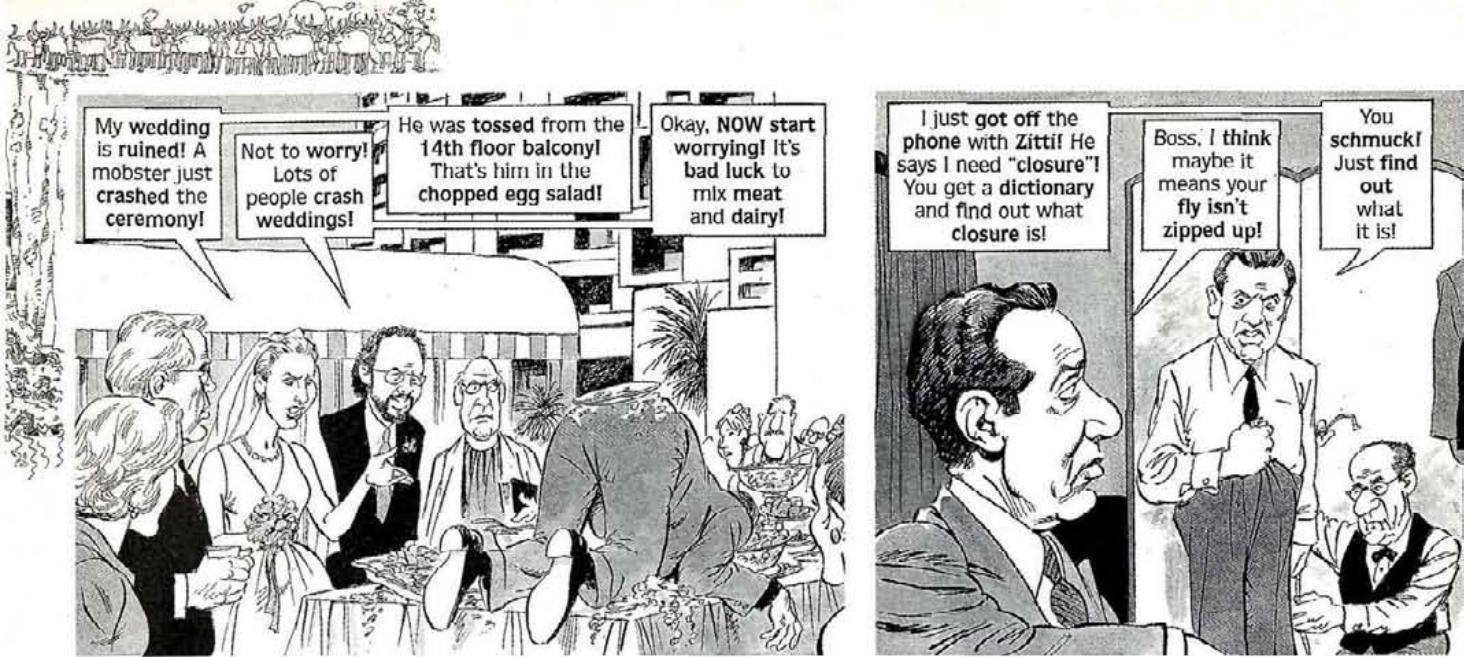
# satirize this

ARTIST: ANGELO TORRES

WRITER: JOSH GORDON



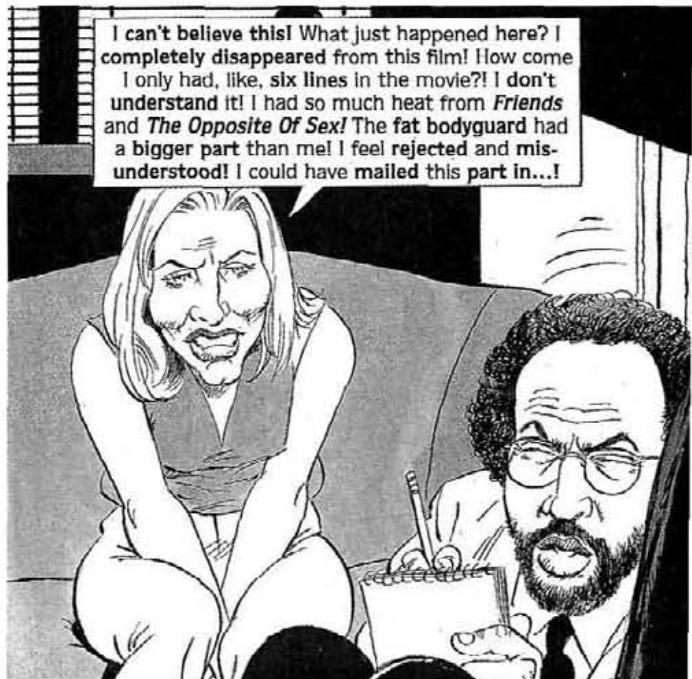
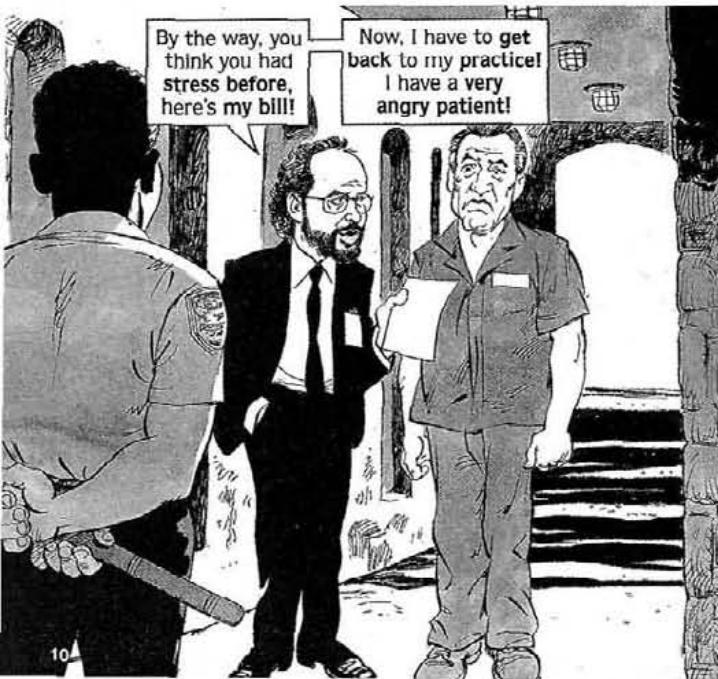




Some of you may not know me! My name is Lenny da Groin, also known as Harry da Hernia, Perry da Prostate, Tubby da Tuba, Willy da Wonka, Stan da Man, Leo da Lip, Whoopie da Goldberg, Murray da K and Alistair Cooke! I'm looking around here at all you wiseguys with the broken noses and cauliflower ears and I think I'm at a reunion of the "facially challenged," but I want to tell you all — you look mahvelous...absolutely mahvelous!

Now relax! Nobody's muscling in on your rackets! You'll all keep your territories — the prostitution, gambling, drugs and extortion! Me? I'll be handling all the farfel and noodle pudding east of Peoria!

Also, I'll be in control of all Mambo studios in Boca! If anyone cuts in on my action, they're dead brisket! I'll clap your heads with erasers so hard there'll be chalk dust up your kazoo! Is that absolutely clear!? Okay! That's it! Ba-da-bing, Ba-da-boom! Fuhgedaboudit! Shalom! Incidentally, gentlemen, I have all of Jerry Vale's albums!





## RULES TO NOT LIVE BY DEPT.

Remember that wacky Heaven's Gate cult that committed mass suicide a few years ago? Sure, they were nuts, but you have to give them credit for carefully planning their deaths! From choosing an order in which to kill themselves to deciding what everyone would wear (Nikes and purple shrouds) to artistically positioning their soon-to-be corpses, no detail was overlooked! Why then, we wonder, doesn't everyone prepare for their self-demise as meticulously as they did? Probably because they've never read...

# The MAD Book of Suicide Etiquette



Unless you were a professional adult video actor in tip-top physical shape — erase, smash and burn all sex tapes of yourself and your mate!



Always make sure to put out enough dog food to last until your body is finally discovered!

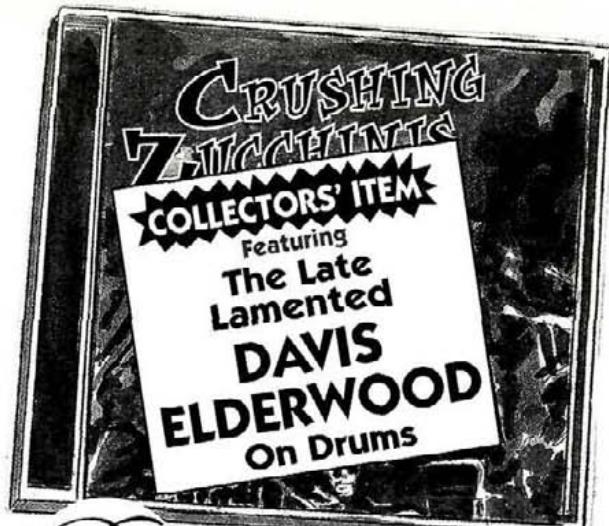
# The MAD Book of Suicide Etiquette



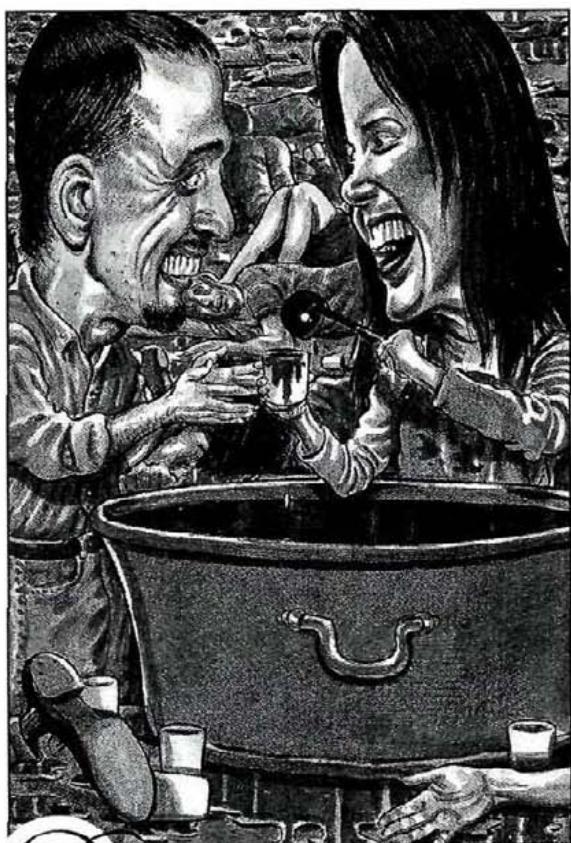
**D**on't be a selfish suicide — consider the feelings of others who may be depending on your continued existence — to land the jumbo jet, for instance!



**W**hen borrowing a friend's car to do yourself in, show your gratitude by making sure there's enough gas in the tank to asphyxiate yourself and get your friend to work the next day!



**R**emember, death equals publicity! If you're a rock musician planning an "accidental" heroin overdose, select a date just prior to the release of your group's next album, to thoughtfully increase your bandmates' royalties!



**D**uring a mass suicide, the polite cult member takes extra care to double up the recipe for cyanide-laced pudding to insure there'll be more than enough to go around!

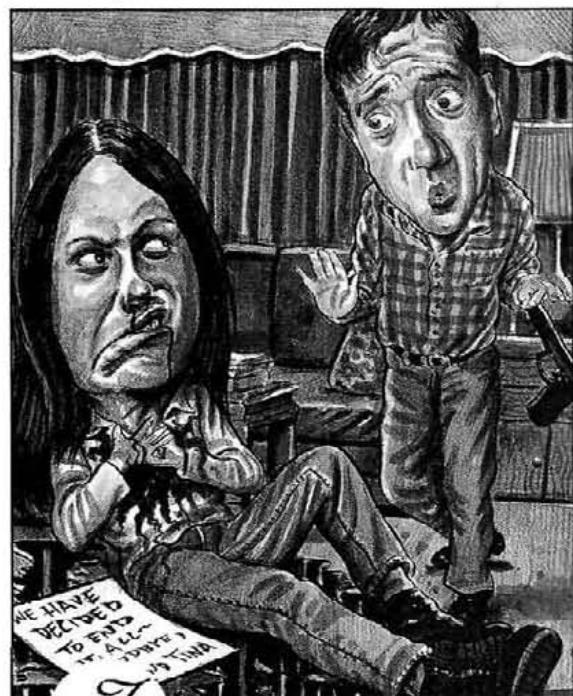




*T*ry and "liven up" what will surely be a somber mood by leaving a suicide note that's entertaining as well as informative!



*D*uring a high-rise plunge, the total despair and hopelessness of the final moment are no excuse for "careless aiming"!



*T*'s considered atrociously bad manners to back out of a murder/suicide pact right in the middle!

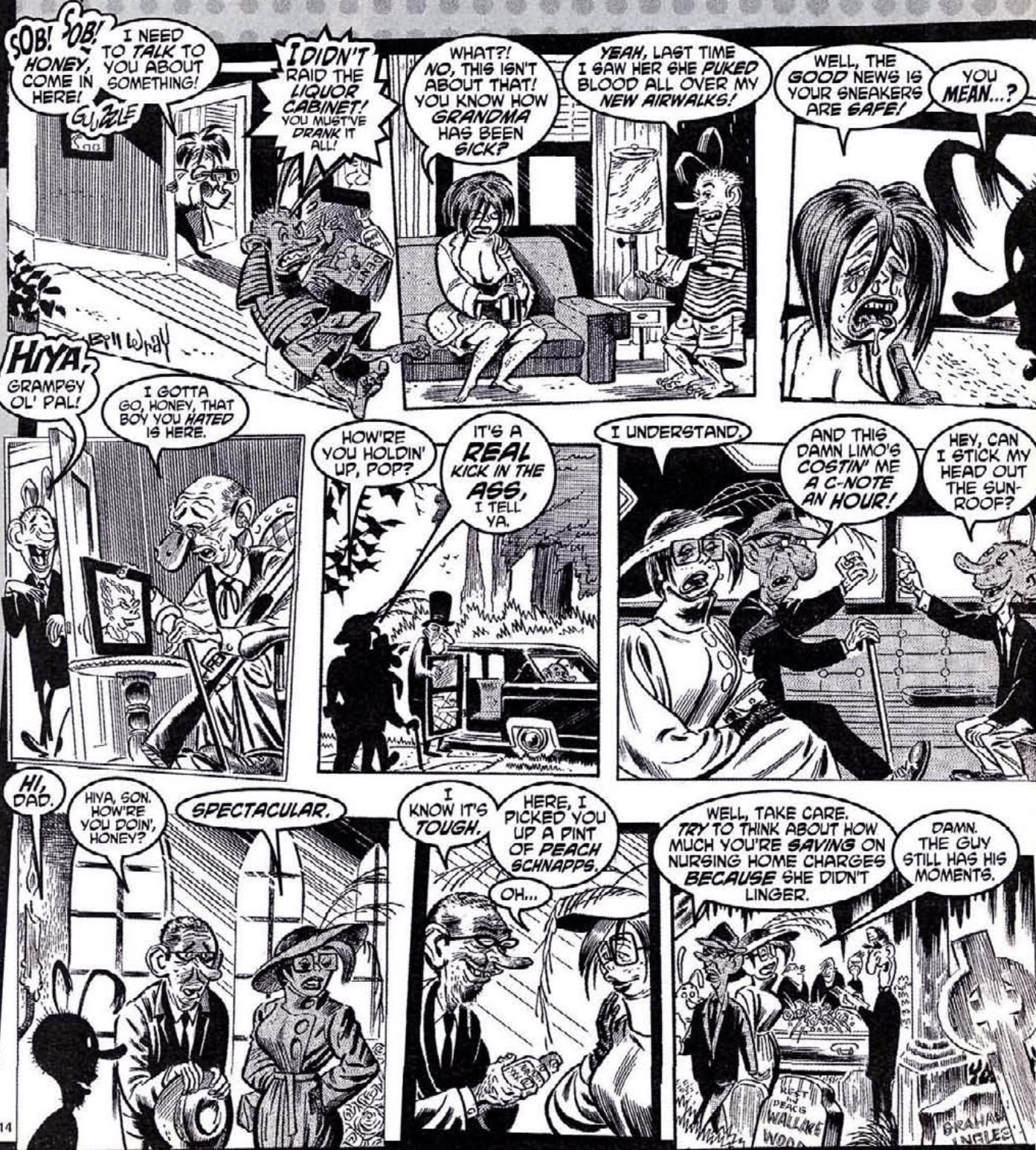


*T*he gracious Dr. Kevorkian client sets out enough refreshments for him, his lawyer and the entire 60 Minutes camera crew!



# Monday

and...



# THE FUNERAL

Nothing shapes a young man's life as much as the first time he hears those three little words. You know the ones: "Your Grandma's dead." That's right, sport, time to face up to the fact that we're all mortal!







COME TO THE DORK SIDE DEPT.

**MARCH 11**

PHANTOM  
MENACE  
SCREENING  
ROOM

SECURITY

Lucasfilm representatives say the security surrounding *The Phantom Menace* is the tightest ever for a motion picture. They assure the press that no unauthorized persons will see the film until it opens May 19th.

**MARCH 16**



Pirated VHS copies of *The Phantom Menace* go on sale in Hong Kong for \$10.

ARTIST: AMANDA CONNER

WRITER: CHARLIE KADAU

**MARCH 23**  
*Entertainment Weekly*



*Entertainment Weekly* presents a special issue: *The 100 Greatest Storm Troopers From The Original Star Wars Trilogy*. Topping the list — the one that shoots at Han Solo in *The Empire Strikes Back*, followed by the one Luke shoots in *Star Wars* and then the one Leia pushes over a ledge in *Return of the Jedi*, plus 97 more!

# COUNTDOWN TO... **THE PHANTOM MENACE**

...A ridiculous recap of the inane, insipid and insignificant incidents leading up to the most highly anticipated movie of all time!\*

\*excluding *Weekend At Bernie's II*

**MARCH**



**MARCH 31**



George Lucas signs one of the most lucrative (and strangest) fast-food cross-promotion deals ever. To get a *Phantom Menace* action toy, you will have to buy a hamburger at McDonald's, bring it to a Burger King for the ketchup and pickles, swing by a Wendy's for the French fries, and finally drop in at an Arby's for a super-sized cup of Clamato. Despite this, the action toys sell out in less than a week.

APRIL 1



The California Supreme Court refuses to issue an injunction prohibiting the film's release, dismissing a lawsuit filed by former TV star-gnome Adam Rich, who claims young Anakin Skywalker's hair is based on his *Eight is Enough* "salad bowl" cut.

APRIL 9



Super Star Wars fan Stan Mickens begins camping out in front of the Palace Theater in Butte, Montana, the first person in America to get on line to see *The Phantom Menace*.

APRIL 14



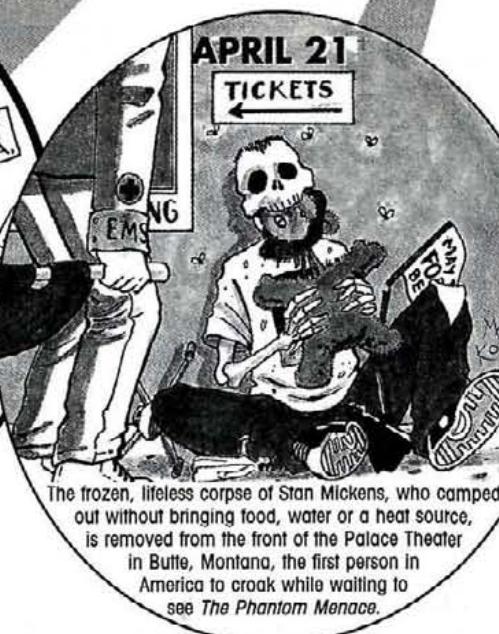
Time and CNN report that the Ewok costumes used in *Return of the Jedi* were made of Chinese dog fur. Two days later, the report is proven to be false, and a red-faced Peter Arnett is again forced to apologize to the world.

# COUNTDOWN TO... THE PHANTOM MENACE

APRIL



APRIL 21



The frozen, lifeless corpse of Stan Mickens, who camped out without bringing food, water or a heat source, is removed from the front of the Palace Theater in Butte, Montana, the first person in America to croak while waiting to see *The Phantom Menace*.

APRIL 29



Entertainment Weekly presents a special issue: *The 100 Top Untold Rumors We've Heard About The Phantom Menace*. #1: In the middle of the film, Obi Wan Kenobi and C3PO discover a forbidden love that dare not speak its name, even in a galaxy far, far away.

# MAY 19 THEATER

PHANTOM MENACE



FOOTLOOSE II



The film has received so much pre-release hype that everybody figures they'll be smart, skip the opening weekend mobs and go in a week or two. *Star Wars: The Phantom Menace* has an opening weekend gross of only \$6.2 million, one of the weakest in history, trailing *The Postman* and even *Eight Heads in a Duffel Bag*.

MAY



APRIL 30



The Ain't It Cool News Website takes a blow to its credibility when its highly-promoted secret stills of the creepy new aliens from the movie turn out to be nothing more than nude pictures of Dr. Laura Schlessinger.

MAY 14



Jay Leno makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.

MAY 13



Dennis Miller makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.

MAY 3



While appearing on *Live With Regis and Kathie Lee*, actor Ewan McGregor takes part in a light saber demonstration that goes horribly wrong. The next day's show is the first with its new name, *Live With Regis*.

MAY 11

Entertainment WEEKLY



Entertainment Weekly presents a special issue: The 100 Greatest Articles We've run on *The Phantom Menace* this year.

There's a politician on the scene who towers above all others! It's Jesse "The Body" Ventura, the former wrestler who body slammed his way into the Minnesota governorship! And with the ratings for Raw and Monday Nitro about 16,780,000% higher than Face the Nation's, this is one political trend that'll snowball! So whatcha gonna do when wrestling fever overruns the Congress, and we face...

# THE JESSE VENTURIFICATION



# OF U.S. POLITICS

ARTIST: RAY ALMA  
WRITER: DESMOND DEVLIN



As sure as my name is Newt... er. Newwwt— Neutron Bomb! Um, Kaboom?

Oh, myl Senator Trent Lott has been smashed with a gavel by Representative Maxine Waters! I hope my Mama's not watching!

Don't worry, J.R., we're on C-SPAN! NOBODY'S watching! But Maxine's got a copy of the *Congressional Record*, and she's about to filibuster Trent's head wide open! Look out, Trent!

My God! My God! That has one of Phil Gramm's longwinded speeches in it! Somebody stop this!

Congressman Hyde, because of several death threats, we've gotten you some protection! Wherever you go, members of the WCW Security Team will watch your back!

Did you say WCW Security?!? My God! — I'm a dead man!

Orrin Hatch!!! This Saturday, at the Ways and Means Committee Showdown, you will find out that my Doddamaniacs believe in Separation of Church and State! You will learn that they believe in Separation of Powers! But most of all, you will find out that they believe I should separate your head from your pencil neck! So whatcha gonna do when the power of Doddmania and the Doddster's 13-inch pythons run over you?!



# THE JESSE VENTURIFICATION OF U.S. POLITICS

It's true that I used to call myself "the best there is, the best there was, the best there ever will be"! I was also known as the "excellence of execution"! But I've found that politics is a little more complicated than the simplistic world of wrestling! And you cannot govern on a handful of stupid slogans!

It's the economy, stupid!

Just say no!

Read my lips, no new taxes!

I feel your pain!

Under my Health Care Reform Bill of Rights, never again will someone with a steel chair wrapped around their head have to wait three hours for proper treatment! Never again will the cost of removing spray paint be the responsibility of the victim! My plan is the most comprehensive — providing 100% coverage for eye gouges, low blows, shock sticks, falling off a steel cage, being buried alive, handcuff burn, concussions from the Singapore Cane, choke slams, getting hit with a ladder, snake bites, being thrown off a balcony, getting crotched on a ringpost, steroid poisoning, suffering a super-kick, intentional strangulation, tripping over a midget, barbed-wire death match punctures, getting crushed by the ring steps, post-pile-driver syndrome...

Bill Clinton! You destroyed my hired killer, Newt Gingrich! Next, I sent my monster Tom Livingston after you... but you ran him out of the House of Representatives! But I'm not finished with you, Clinton! You're going down! Beware of the 175 pounds of rage that is DENNIS HASTERT (R-III)!!!!

Poor Paul Bearer — this hasn't been an easy year to be a Republican manager!

Dear heavens, look at that poor man! Did he just fight the entire NWO? Did he survive the Royal Rumble?

Worse than that! He just came back from a taping of The McLaughlin Group!

PLEASE... KILL ME!

# An Important Message From The Law Firm of LOW, ROTTEN, SCUMBAG & SNAKE

**CALL NOW! 1-888-SUE-FOR-CASH**

- If you've been injured in an accident in a car, on the street, on your job or in a dream, **WE CAN GET YOU MONEY!**
- Whether you've suffered a broken leg, a broken arm, a broken fingernail, a minor paper cut or a bruised ego, **WE CAN GET YOU MONEY!**
- Whether you've endured mental anguish because of a divorce, separation, bad blind date, lost football bet or from purchasing overripe produce, **WE CAN GET YOU MONEY!**
- Visit Low, Rotten, Scumbag & Snake, the Professional Accident Appraisers! Even if you think the accident is *your fault!* Even if several dozen witnesses are sure the accident is *your fault!* **WE CAN GET YOU MONEY!**
- Suppose you drive recklessly through a red light and run over five or six people because you're stinking drunk. That doesn't mean it's your fault. In fact, it was your poor work environment that drove you to drink, and who's responsible for that? Your employer! If it wasn't for him, you never would have been charged with vehicular manslaughter. He should **PAY YOU AND US! AND HE WILL!**

- Remember, **WE CAN GET YOU MONEY!** Not only have we collected **BIG** sums for secondhand smoke claims, but we've collected even **BIGGER** sums on third-, fourth-, and fifth-hand smoke claims! Our success rate is amazing! In one case, we were able to get a woman ten years back pay, five years severance pay and two years vacation pay, despite the fact that she **NEVER HELD A JOB!**
- Our team of specially-trained doctors can provide you with the kind of medical reports you need to collect **BIG!** And best of all, they're so skilled, they can diagnose broken bones, whiplash and compound fractures over the phone! No bothersome office visit is ever needed!
- And here's **OUR GUARANTEE:** If we don't collect on your behalf, you are only responsible to pay your share of the bill!



You'll have peace of mind knowing that our team of attorneys has over 227 years of experience, 191 of them behind bars! **WE'LL STOP AT NOTHING TO GET YOU MONEY!!**

**WE SPECIALIZE IN:**

- ★ Wrongful Death
- ★ Rightful Death
- ★ Hot Iron to Face
- ★ Balloon Animal Tragedy
- ★ Exploding Jaw
- ★ Toboggan Hit and Run
- ★ Animal Perjury
- ★ Unexpected Rain

- ★ Ticker Tape Deaths
- ★ Slot Car Mishaps
- ★ Imagined Dismemberment
- ★ Wok Burns
- ★ Catastrophic Diarrhea
- ★ Convenient Amnesia
- ★ Swallowed Golf Club
- ★ Self-Inflicted Wedgie

- ★ Sap Bites
- ★ Parade Float Whiplash
- ★ Rabbinical Malpractice
- ★ Dislocated Hat
- ★ Limp Wrist Injuries
- ★ Ingrown Toe Nails

- ★ Outgrown Nose Hairs
- ★ Animated Rodent Attack
- ★ Unicycle Spinout
- ★ Loanshark Beatings
- ★ Testicular Infestation
- ★ Pants Fires

**WE ACCEPT**



**VISA**

**MasterCard**

**Amex**

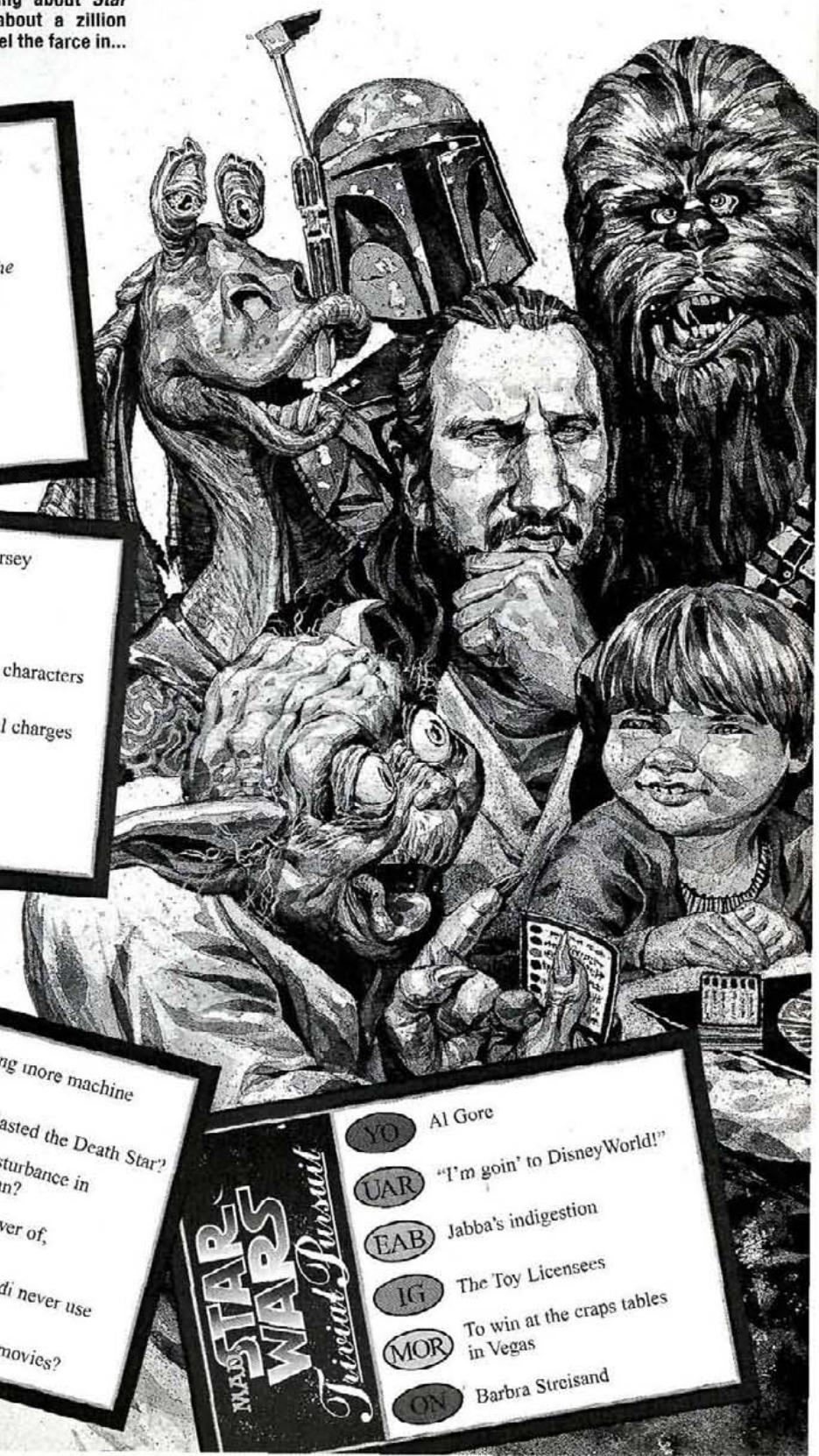
**Discover**

PHOTOGRAPHER: IRVING SCHILD

WRITER: DICK DEBARTOLO

It seems that good old George Lucas didn't make enough billions off the hordes of *Star Wars* fans out there. Nope, even with all the movies, toys, costumes and videos, some flunkie in George's marketing department told him that there was a few bucks more to be drained out of his most loyal fans. So before you could say Obi Wan Kenobi, out came a special edition of the game *Trivial Pursuit* chock full of mind-numbing questions about Luke, Darth and the boys. Think you know everything about *Star Wars* just because you've seen the trilogy "about a zillion times?" Don't bet on it, Yoda Breath! Prepare to feel the farce in...

# MAD's STAR



YO • Where did the Death Star's thermal exhaust port lead directly to?

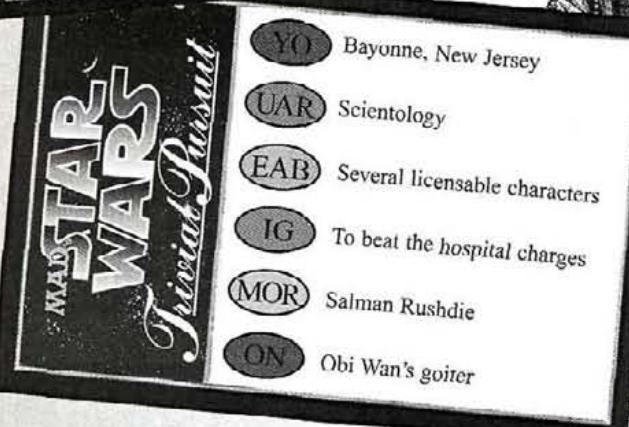
UAR • According to Obi Wan, what can have a "strong influence on the weak minded?"

EAB • According to the trailer for *Episode 1 - The Phantom Menace*, "every saga has what?"

IG • Why were Luke and Leia hidden at birth, according to Obi Wan?

MOR • Who told Luke "you can't hide forever?"

ON • Luke was urged to feel what?



YO • Who was described as "being more machine than man?"

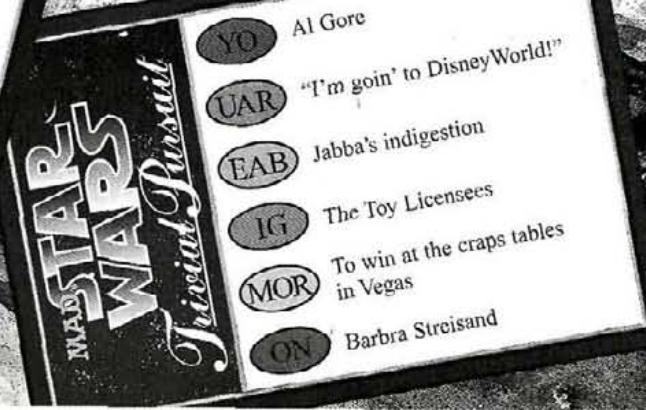
UAR • What did Han yell after he blasted the Death Star?

EAB • What event caused "a great disturbance in the Force" according to Obi Wan?

IG • What did Luke not know the power of, according to Darth Vader?

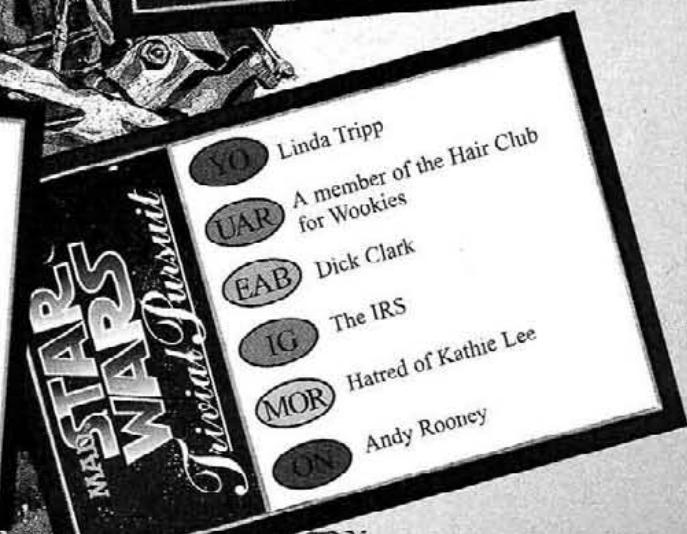
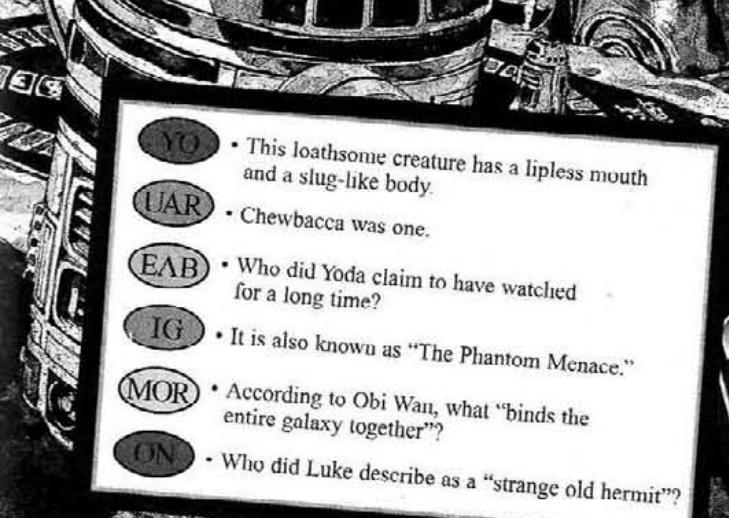
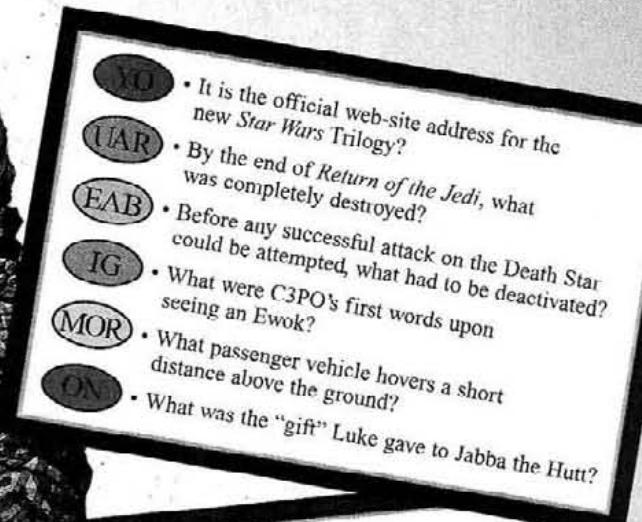
MOR • According to Yoda, what does a Jedi never use the Force for?

ON • Who played Chewbacca in all three movies?



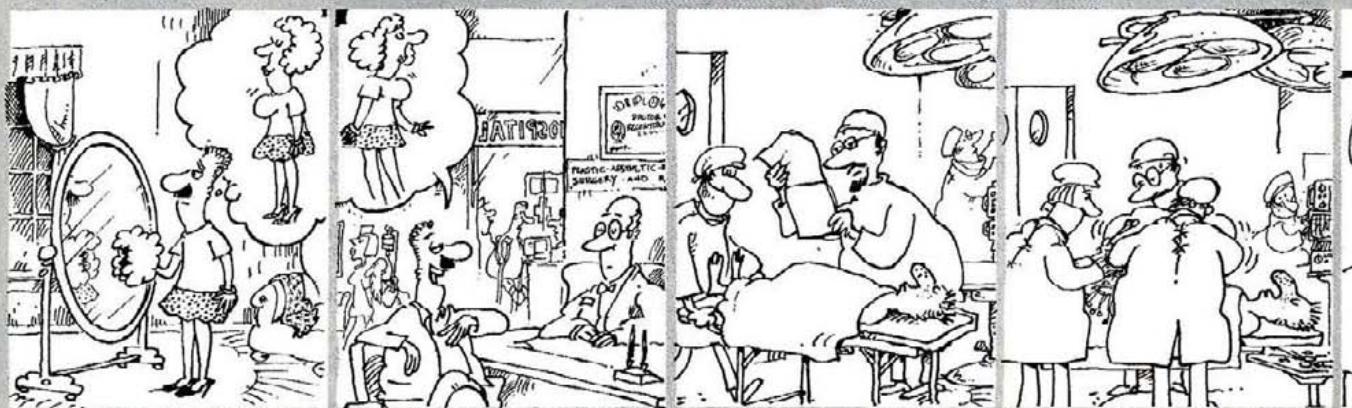
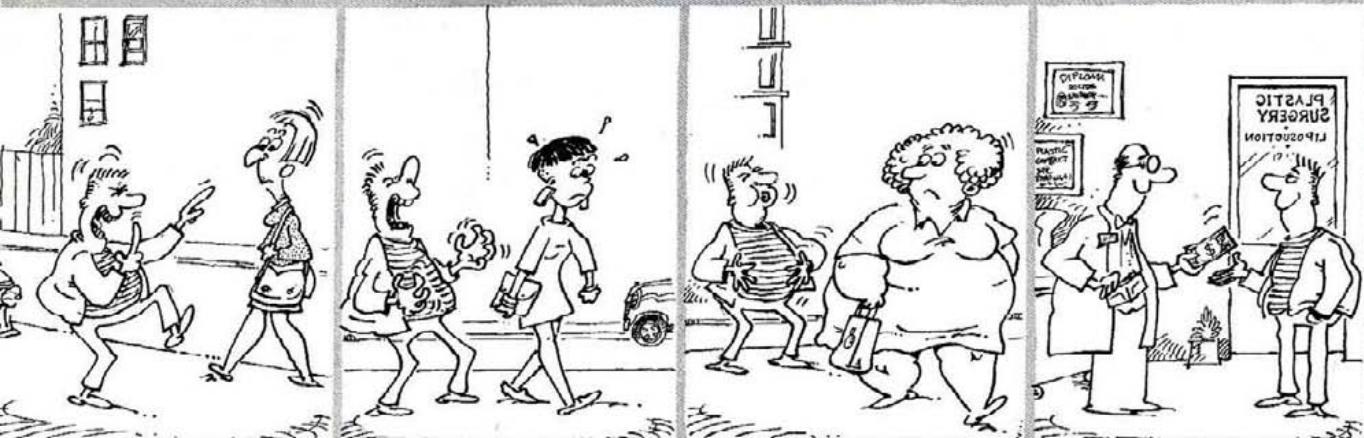
# STAR WARS

## Trivial Pursuit



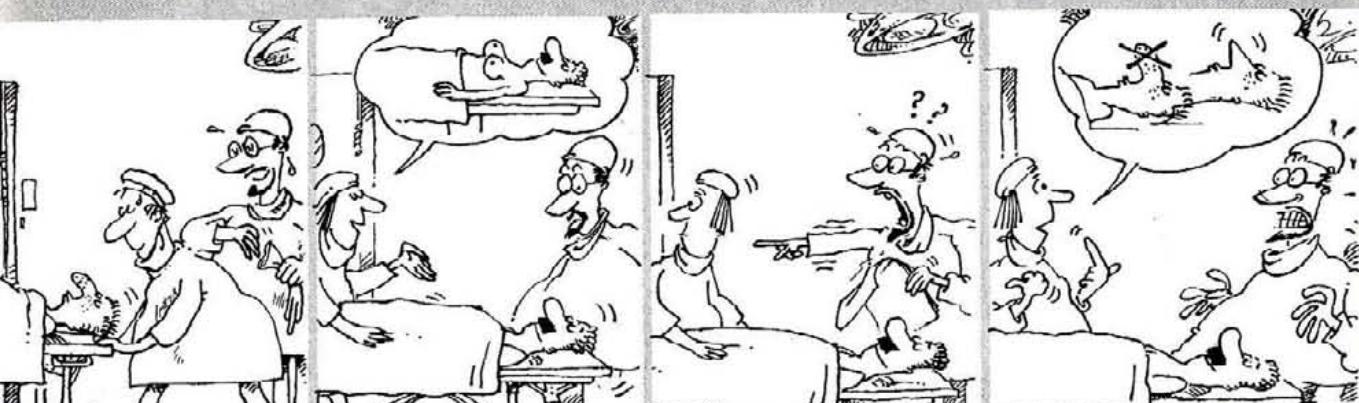
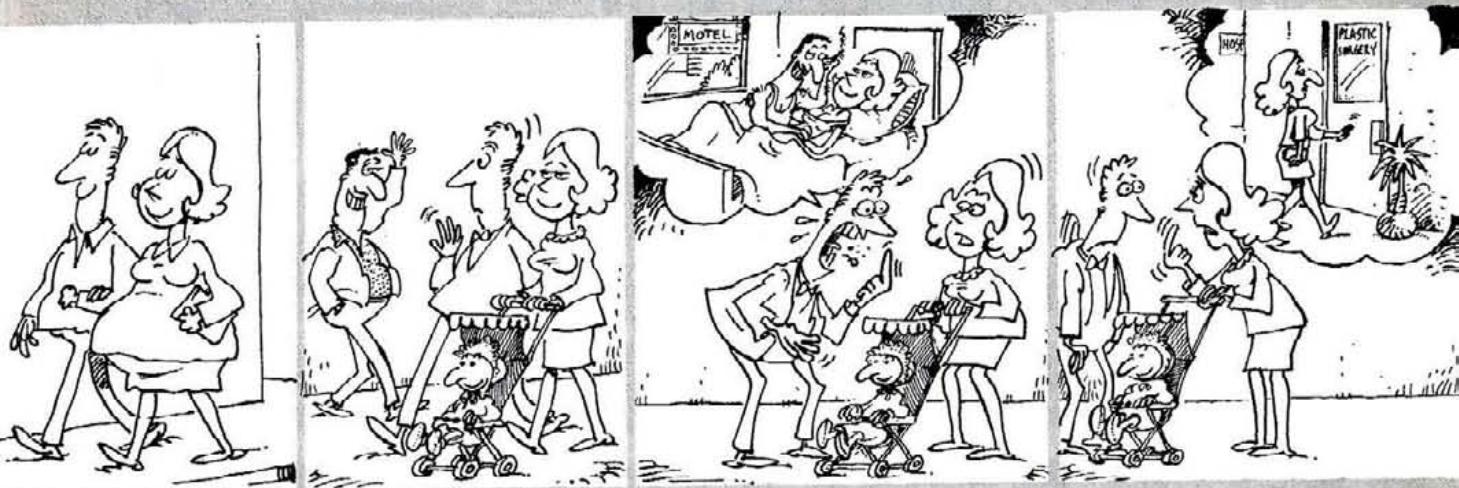


# A MAD LOOK AT PLAS



# TK SURGERY

ARTIST AND WRITER: SERGIO ARAGONES





Now at last all you cheapies can be big sports by renting my movie on video for a buck and a half instead of spending eight dollars at the theater! You should also know that this film is based on a true story, only the facts have been changed to allow me to be both wildly manic and cloyingly sentimental at the same time!

# PUTZ ADAMS

ARTIST: BILL WRAY

WRITER: STAN HART

I'm coming to your psychiatric hospital voluntarily because I recently tried to kill myself!

In response to some deep-seated urge?

No, in response to a petition my neighbors circulated because I'm a chronic pain-in-the-ass!

And who will be paying for your hospital stay and treatment?

Comic Relief!  
I have a couple of friends there!

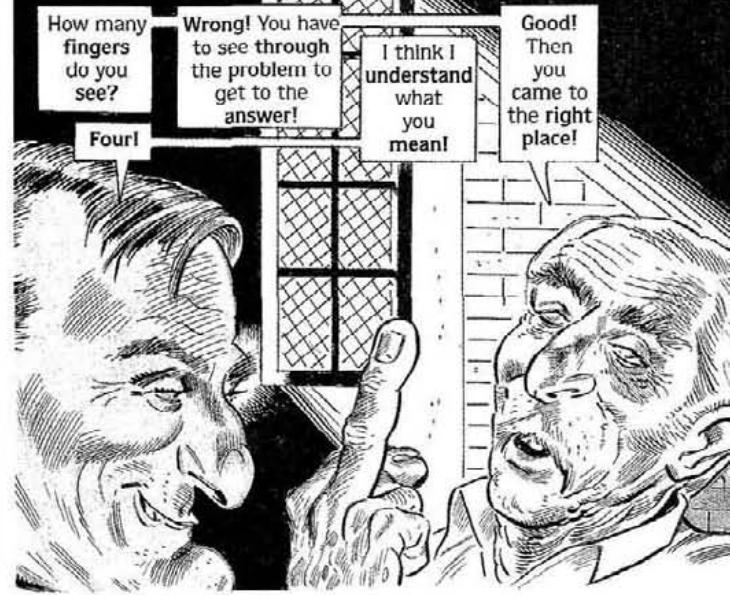
How many fingers do you see?

Four!

Wrong! You have to see through the problem to get to the answer!

I think I understand what you mean!

Good! Then you came to the right place!



I made them laugh! Aha! That'll be my mission in life — to make sick people happy!

I hate to burst his bubble, but it's no big trick making these wackos laugh! They think a bowl of Jell-O is funny!



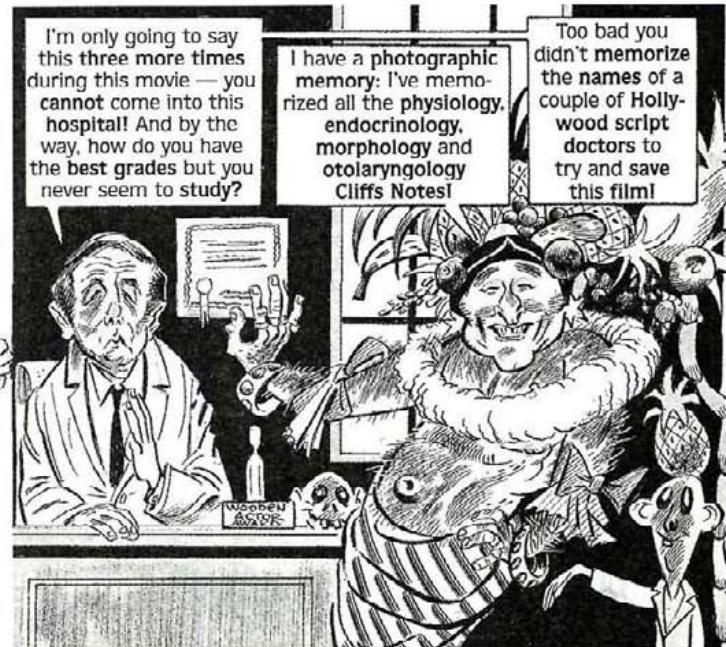
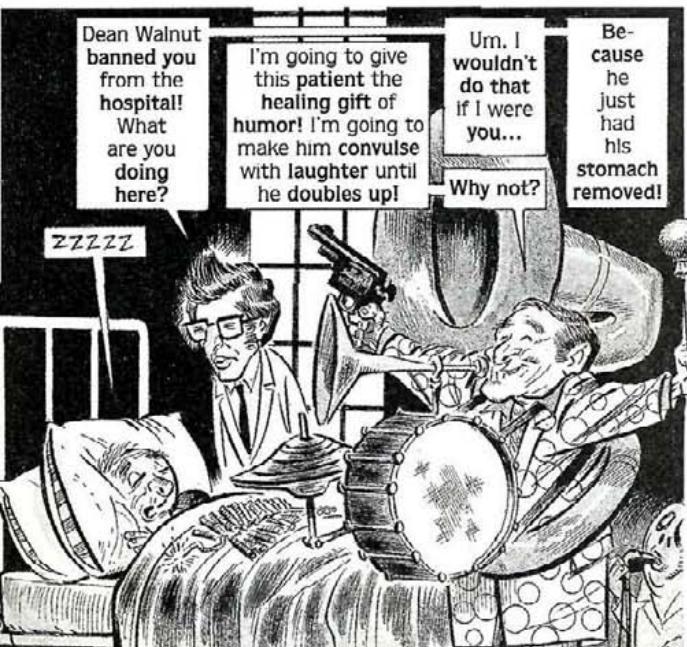
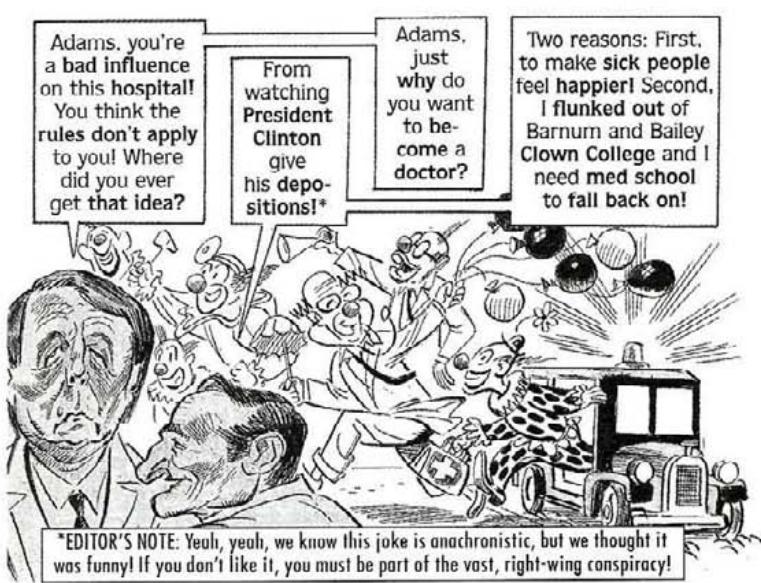
Say, Putz, aren't you a little old to be in medical school?

Maybe! So, what specialty interests you?

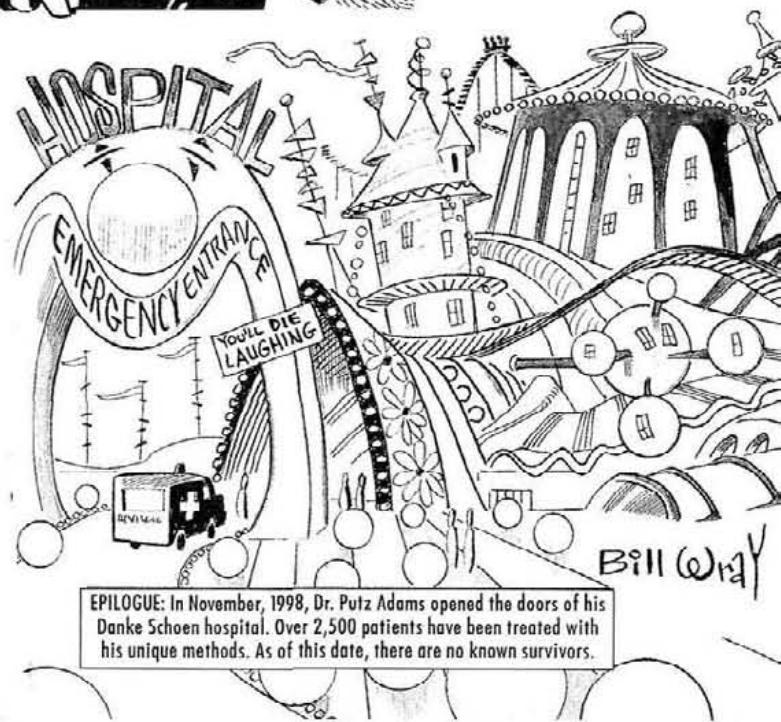
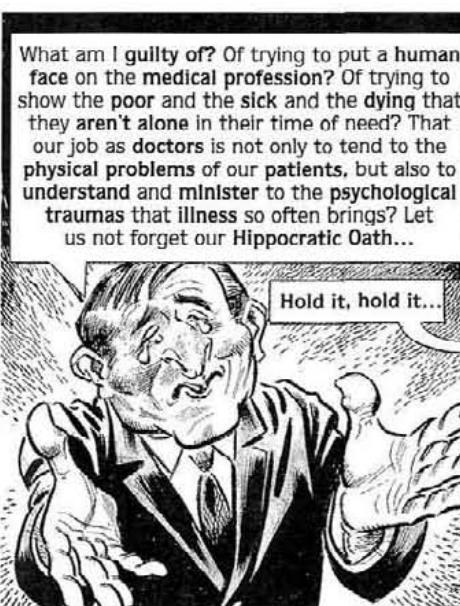
Geriatrics — the problems of the elderly!

Are you coming here to study or to be studied?

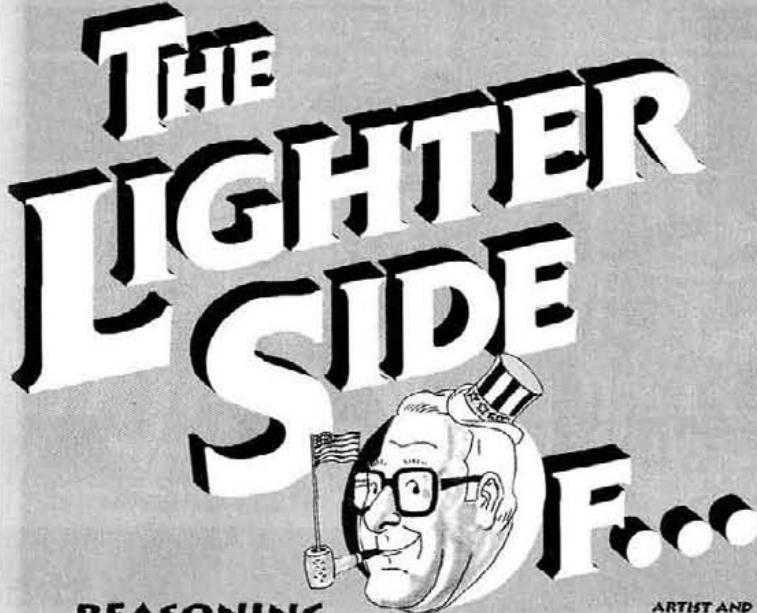








EPILOGUE: In November, 1998, Dr. Putz Adams opened the doors of his Danke Schoen hospital. Over 2,500 patients have been treated with his unique methods. As of this date, there are no known survivors.



JUSTICE



ARTIST AND WRITER: DAVE BERG



CORPORATE THINKING





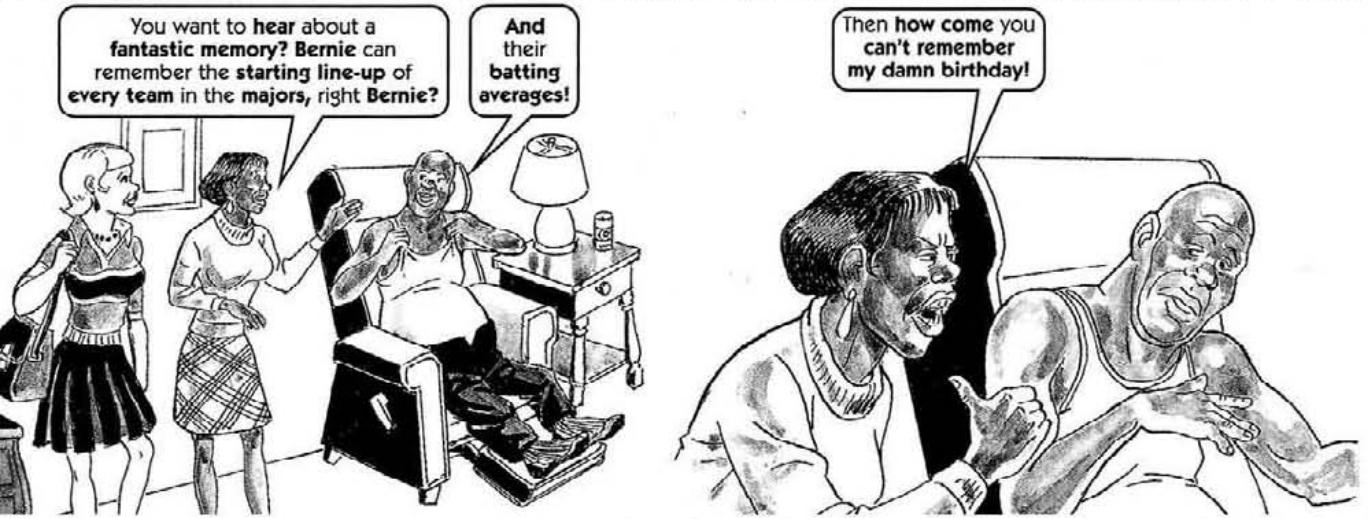
## DIETING



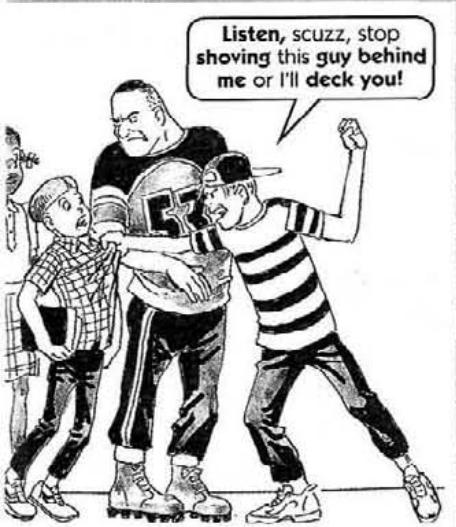
## COMMUNICATION



## RELATIONSHIPS



## FASHION



## THERAPY



## INTEGRITY



# THE OFFICE

So, Dave, you've got quite the reputation of being "Mr. Computer" around here!

In all modesty, I must admit there's no problem I can't figure out in minutes!



Good! Figure out how much the corporation would save if we eliminated your job!



# SCHOOL

I'd better hurry or I'll be late for class!

Hold it one second, buster!



First I have to frisk you!



# DOCTORS

This is ridiculous, Doctor! First you leave me in the waiting room two hours before I can see you...

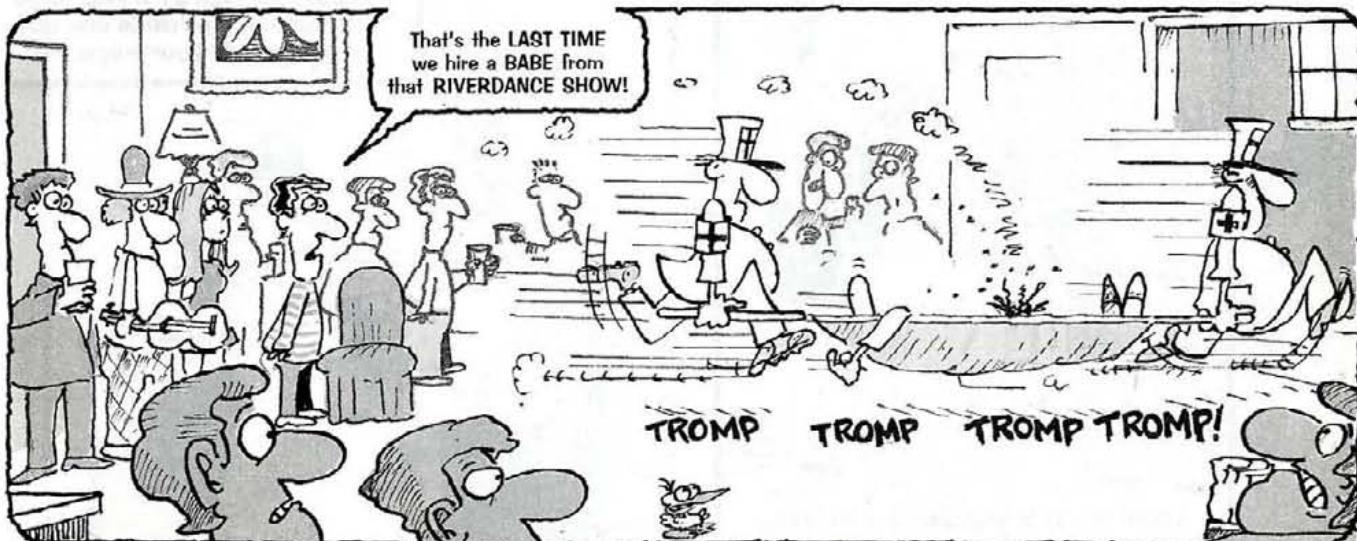


...then you tell me I've got to watch my blood pressure!



TALES FROM  
the DUCK SIDE

# FLIRTY DANCING





## Do you have a filthy %\$^#\*@& mouth?

Do you regularly use the %\$#^# F-word? Has George Carlin ever threatened to wash your %\$#@&! mouth out with soap? Did Mike Tyson ever ask you to watch your %\$@& % language? If you answered "%\$%& yeah!" to one or more of these questions, you have a serious social problem. So unless your immediate supervisor is named Gotti or you're dating Courtney Love, it's likely your propensity for garbage gab is holding you back!

But not to worry! As a public service we've devised an easy, cuss-cutting program that's guaranteed to improve your %\$# lexicon. Simply read on as we lead you through...

# The MAD Guide to Cleaning Up Your

!\*%&

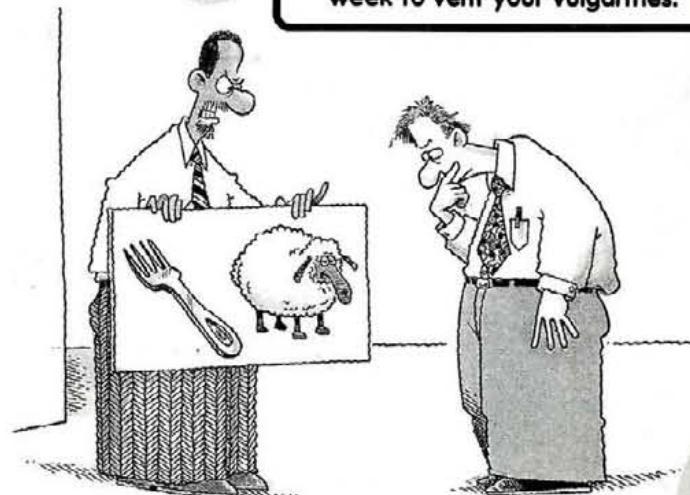
VOCABULARY



Learn to say it with flowers instead.



Rather than setting the bar impossibly high by trying to go "cold turkey," set aside one day a week to vent your vulgarities.



Whenever possible, resort to a rebus.

@#

HI! MY NAME IS  
RUDY, AND I GOT  
A MOUTH LIKE A  
SEWER....  
OOOPS!



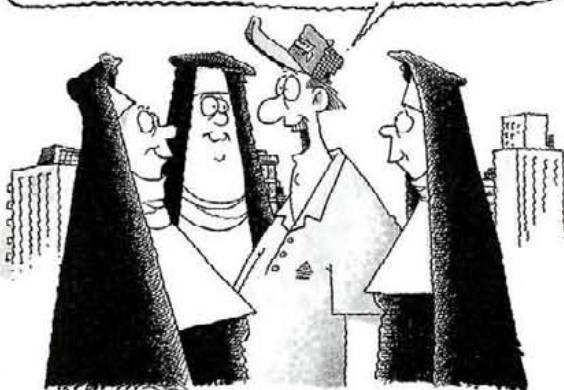
Form a local chapter of Obscenity Anonymous.

FUDGE!!!



Every morning, before leaving home, bang your thumb with a hammer. Repeat until every conceivable vulgarity is out of your system.

HEY! I GOT A SPLendid IDEA! LET'S GRAB A COUPLE OF REFRESHING BREWS AND CATCH A SPIRITED BALL GAME!



Spend more time around people who are less likely to cuss.



Get the seven basic bad words off your chest in a civil manner, while, at the same time, enjoying the aerobic benefits of semaphore.

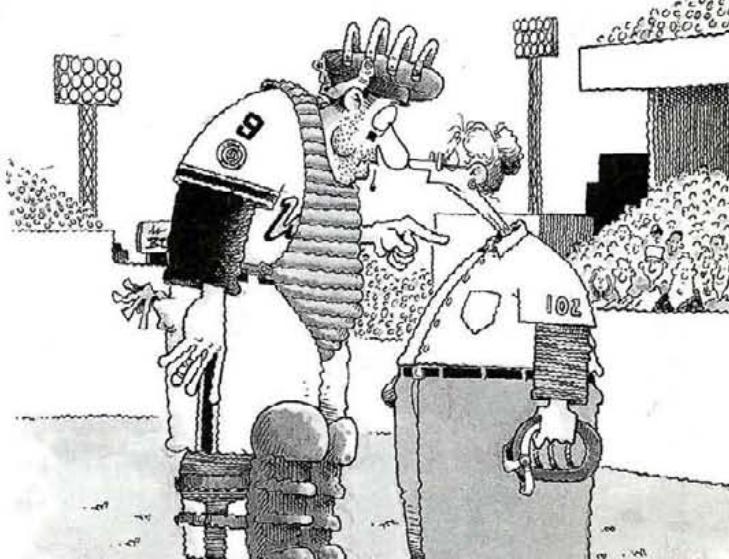
AAAAAW !!!

ASTERISK! EXCLAMATION POINT!  
COLON! SATURN! STAR!  
AMPERSAND!

SMASH!



Get in the habit of verbalizing the comic strip versions of what you're trying to say.



Try picturing your mother in place of the target of your wrath.

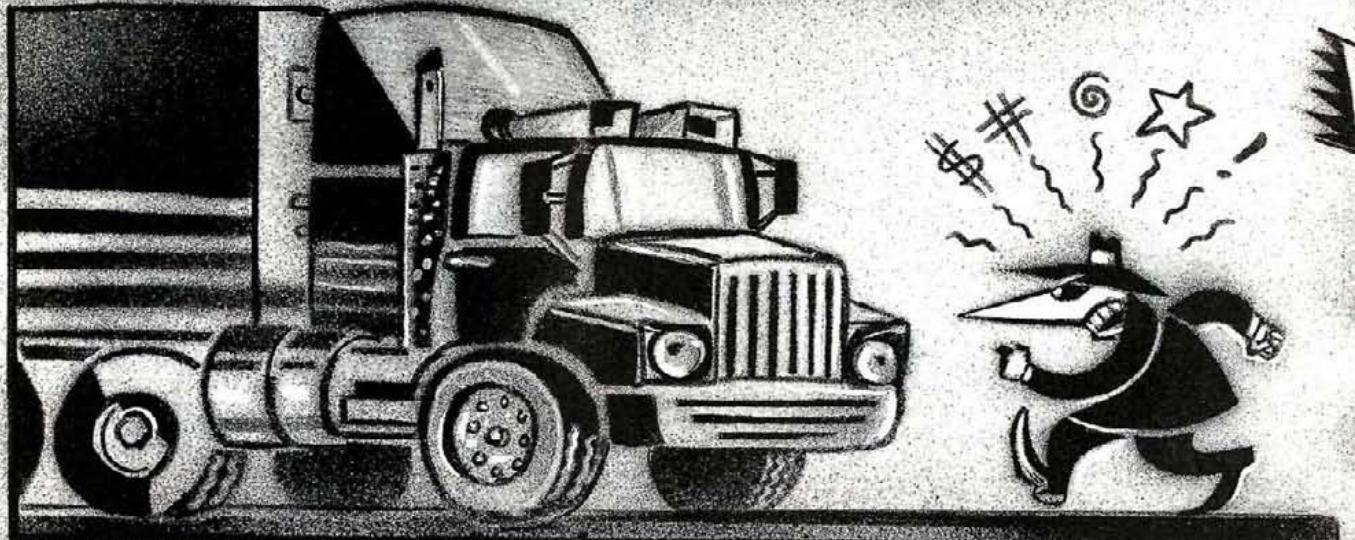


JOKE AND DAGGER DEPT.

# SPY VS

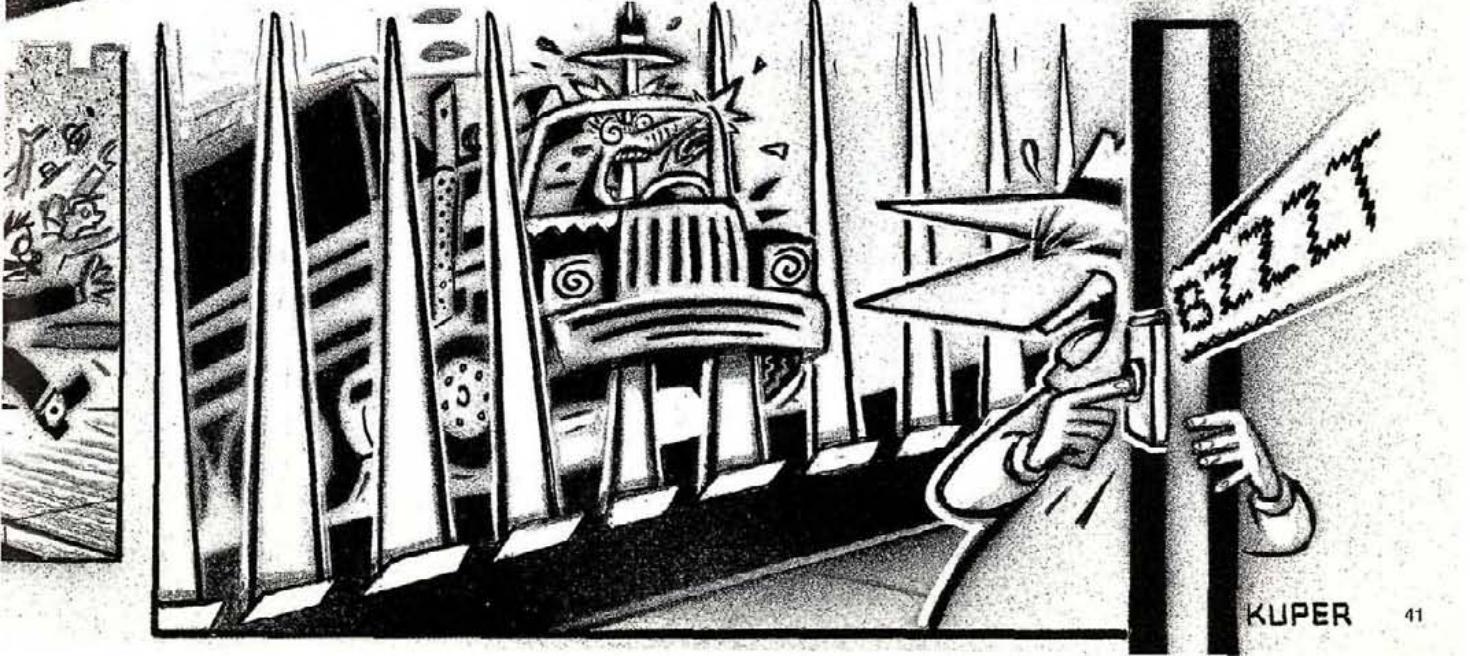
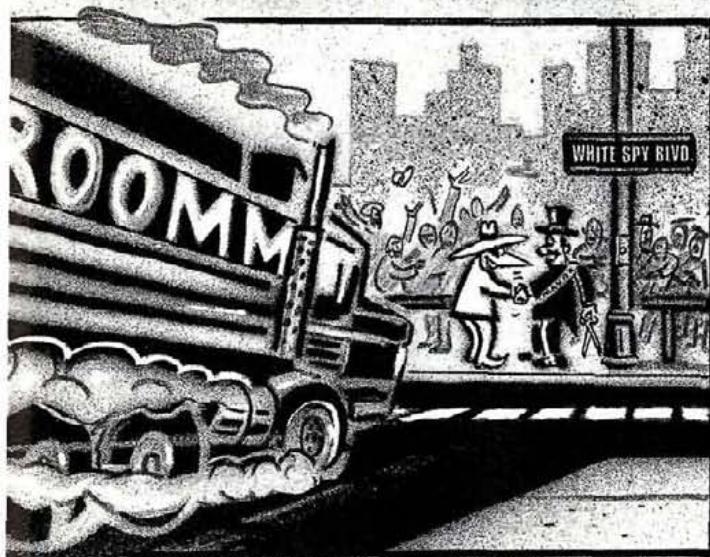
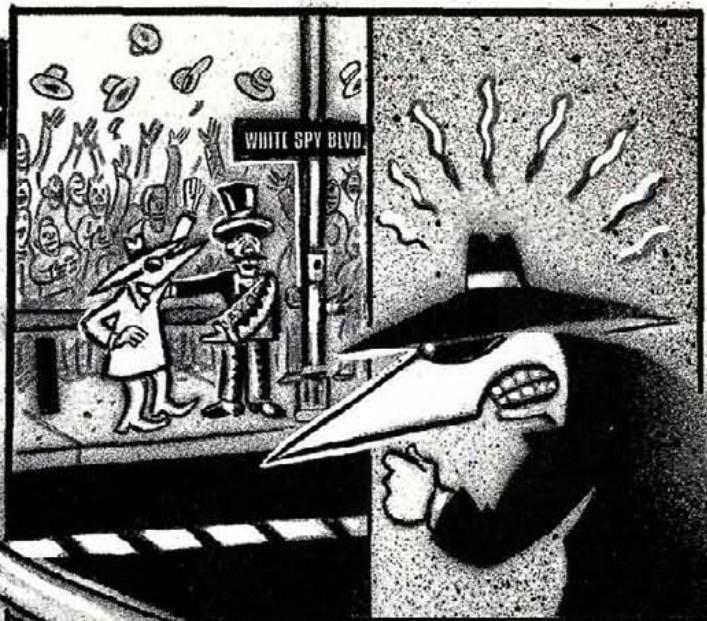
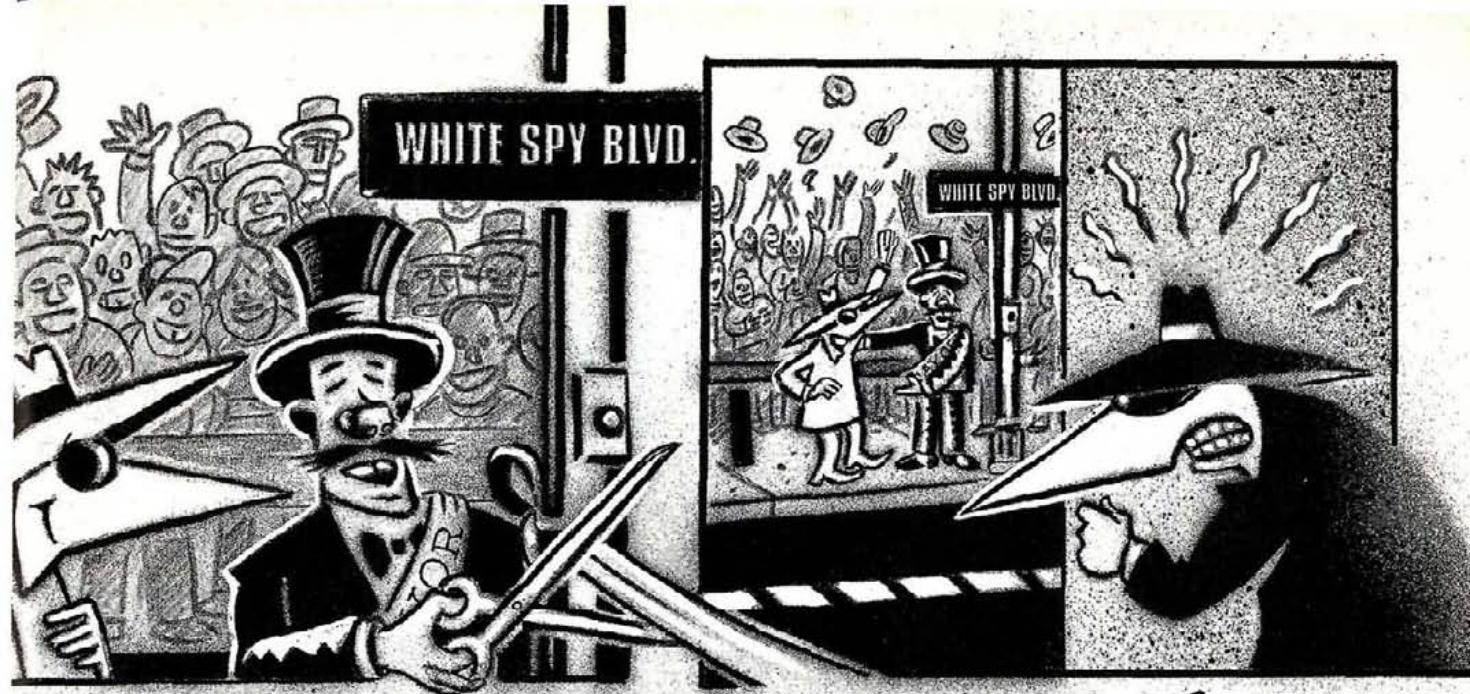
# 3 SPY

WHITE SPY RIVD.



WHITE SPY BLVD.



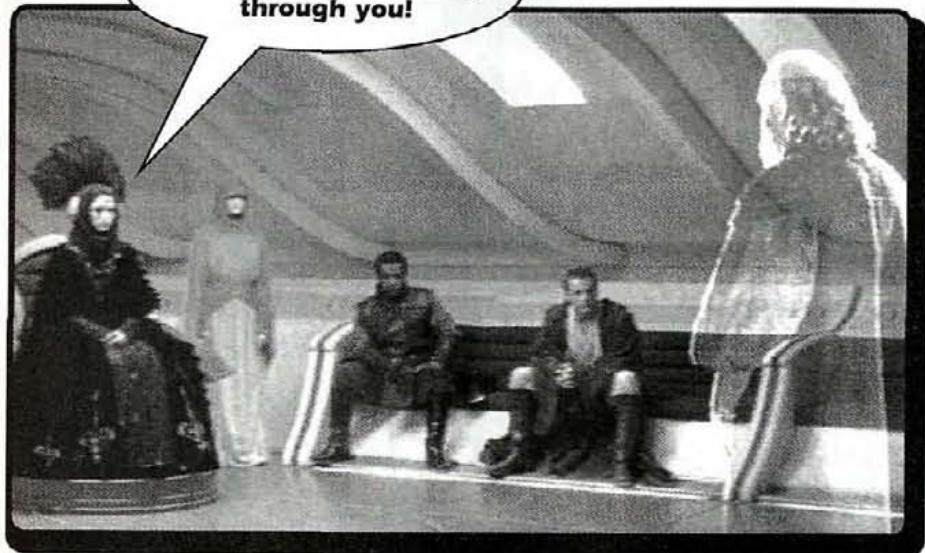


 THE STILLS ARE ALIVE DEPT.

Maybe it was when you ran out to the concession stand for another helping of Jujubees. Maybe it was when you turned around to tell that moron sitting behind you where you were going to shove his cell phone if he called one more person and asked, "Guess where I am right now!" Maybe it was when you dashed to the bathroom after that 46-ounce Mr. Pibb you just finished kicked in. Maybe it was while you were glancing (all right, staring) at your date's cleavage shaking whenever she laughed at that comical Jar Jar Binks. Whatever it was, YOU MISSED SOMETHING. Something important. That's why we're here to save you the price of another movie ticket by showing you...

# THE PHANTOM MENACE-

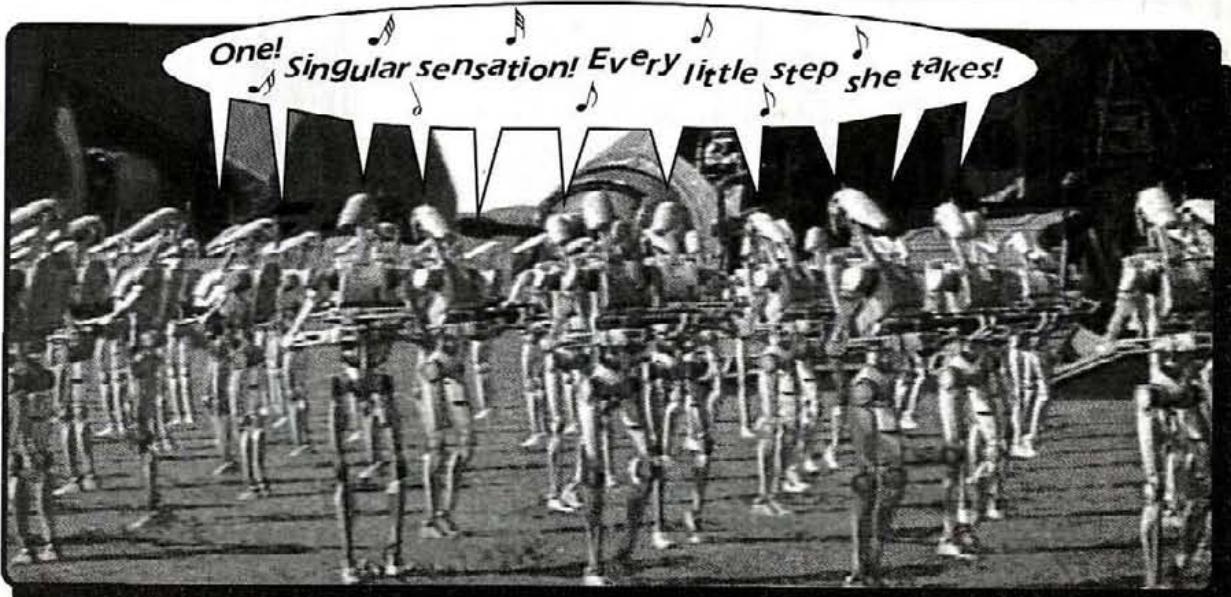
You don't **fool** us,  
Ambassador! We can **see right**  
**through you!**



If **one more**  
**person** tells me I look  
like **Boy friggin'**  
**George** I'm gonna  
**scream!**



One! ♫ Singular sensation! Every little step she takes! ♫



# Scenes You Never Saw



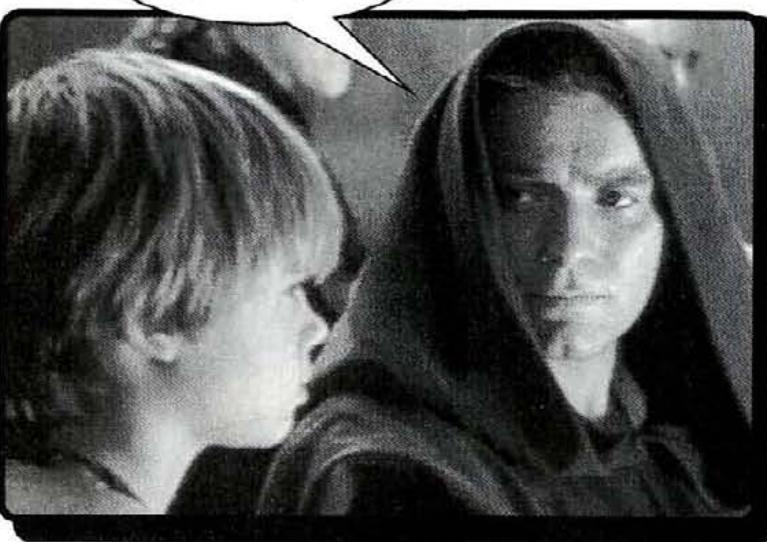
when you get  
**older** you'll be able  
to wear **as much black leather as you want**.  
But right now, you live  
in **my house** and  
under **my rules!**



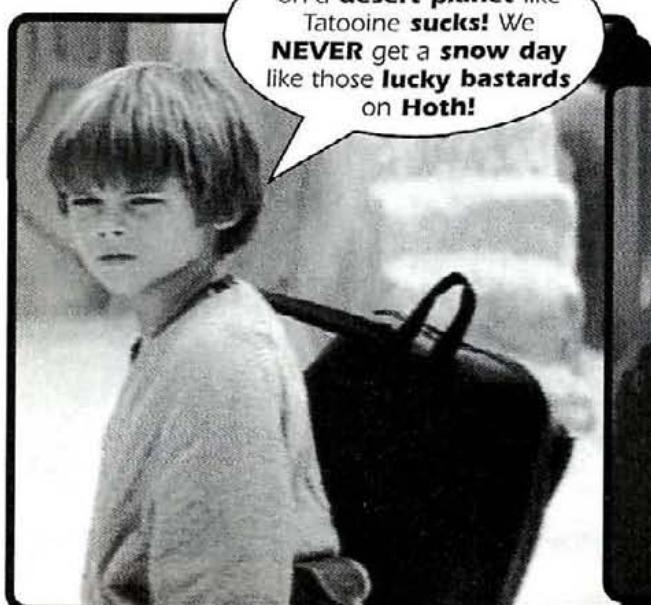
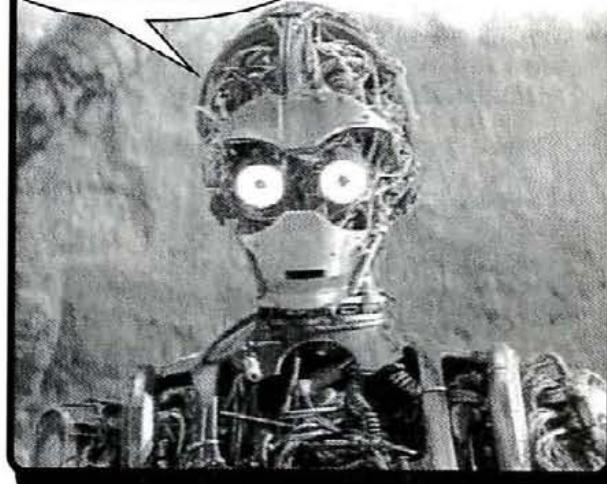
# THE PHANTOM MENACE- Scenes You Never Saw



You know, **boy**, I  
have some **candy** back  
in my **land speeder**!



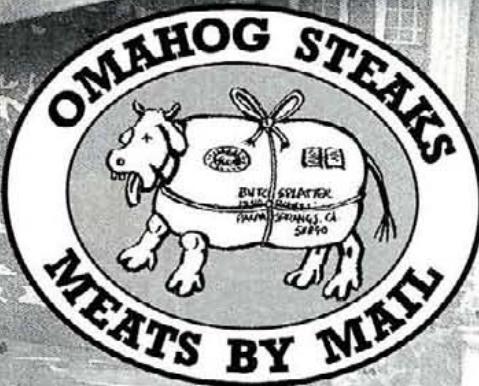
Going to school  
on a **desert planet** like  
Tatooine **sucks**! We  
**NEVER** get a **snow day**  
like those **lucky bastards**  
on **Hoth**!





THE LOIN KING DEPT.

High quality. Efficient service.  
Guaranteed low prices.  
You'll get none of this when you order from...



"Why go through  
the hassle of buying  
fresh meat from your  
local supermarket  
when I can truck it to  
your unrefrigerated  
mailbox from halfway  
across the country?"

-Butch Splatter,  
President

**"Eat my meat!  
See inside  
for details..."**

WRITERS: JOE RAJOLA & DAVID SHAYNE

ARTIST: JAMES WARHOLA

**Dear Friend,**

You no longer have to go to your local butcher to enjoy the great taste of freshly slaughtered meat! Now, you can sink your teeth into the succulent flesh of your favorite creatures delivered right to your mailbox!

Cows, hogs, even rare birds and endangered species! We lovingly raise and nurture them until they reach their peak of flavorfulness. Then we chop them up into fillets, roasts and patties and inject them with only the finest nitrates!

Finally, we ship them directly to you in a truck that's guaranteed to probably arrive at your doorstep no more than 72 hours after all the ice in the box we pack them in has melted! What could be more convenient?

To introduce you to the delicious taste and pungent odor of **Omahog Meats By Mail**, I'm making the following special offer:

I'll send you a half dozen of my world famous **Pork Groins™** for the price of 6 when you order either 8 of my legendarily juicy **Gristle Burgers™** or 4 lbs of my prize-winning **Smoked Cholesterol-Rich Sausage™**! Mmmm!

But wait, there's more! I'll also throw in, absolutely free, a full set of authentic plastic steak knives! You'd normally pay as much as 89 cents for a high quality set like this — that is, if your supermarket isn't sold out!

*Butch Splatter*

## QUALITY GUARANTEED!

At Omahog we make sure that you'll never see or hear any reports of our facilities being tainted with e. coli, botulism or mad cow disease. We've perfected a fool-proof method to guarantee we pass all health and safety inspections with flying colors!

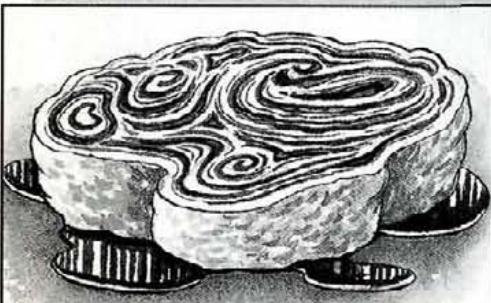


Omahog Vice President, Hans Saurgut, works closely with U.S. Department of Agriculture Inspector Dale Jurgens to ensure cleanliness and quality control at our Central Slaughterhouse.

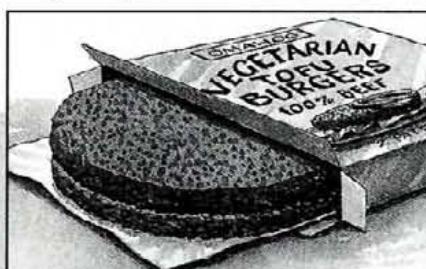
## Butch answers some tough questions about his tender meat.

**Q.** What's that disgusting white stuff I always find in your steaks that makes me sick?

**A.** While uneducated carnivores commonly refer to it as "fat," we connoisseurs of meat here at Omahog call it "marbling." So, the next time you serve one of our steaks and your guests complain, "Hey, what's all this damn fat in my meat?" just tell them it's "marbling" and that they're stupid, unrefined slobs for not realizing it!



Remember, it may look like fat, it may even taste like fat — but it's marbling!



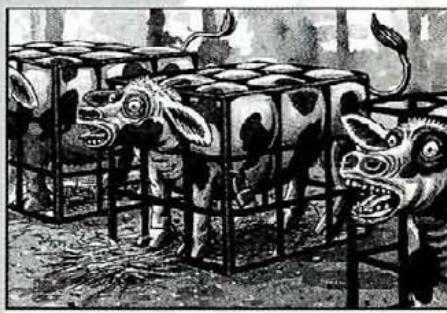
Serve our Alternative Tofu Burgers™ to your vegetarian friends — they'll swear they're eating meat!

**Q.** Do you have any products for vegetarians?

**A.** Absolutely! Omahog's Alternative Tofu Burgers are delicious! What's our secret? Unlike the tasteless, spongy, 100% soybean patties all those other guys sell, ours are made with Grade A, corn-fed Nebraskan ground chuck!

**Q.** I'm an animal rights activist. How do you treat your veal calves?

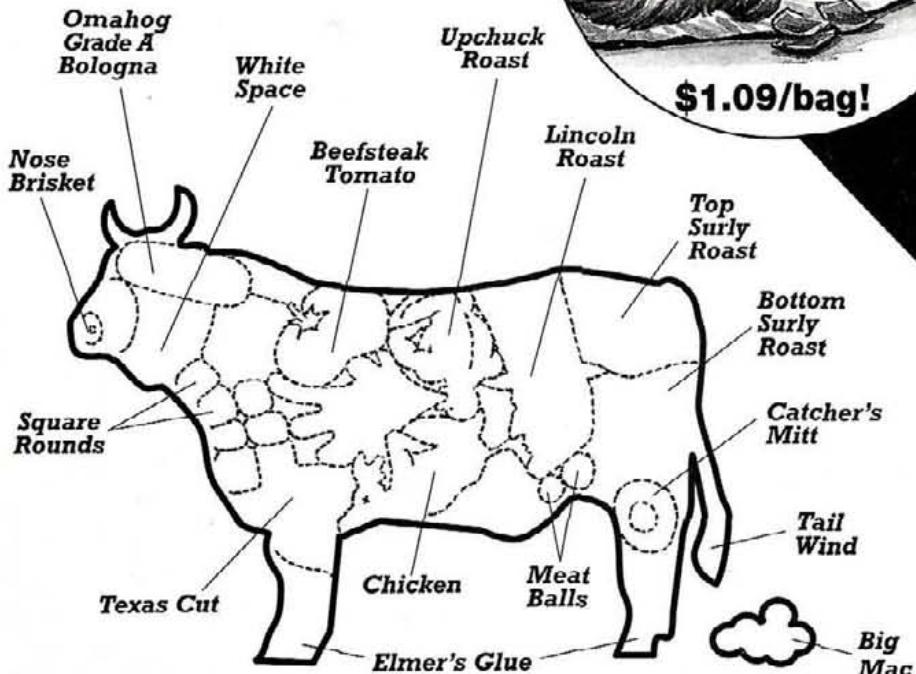
**A.** Here at Omahog Farms we have great respect for all of God's living creatures, especially His delicious, tender young veal calves. Each calf is allowed to roam free in its own 3' x 5' pen where it can grow to maturity without fear of predators — except, of course, our expert butchers!



Omahog baby calves are kept out of harm's way in their protective pens.

# BEEF CUTS

where they  
come from



\$1.09/bag!

Top  
Surly  
Roast

Bottom  
Surly  
Roast

Catcher's  
Mitt

Tail  
Wind

Big  
Mac

Elmer's Glue



Imagine receiving exotic meat and meat by-products from Third World countries all over the globe! Each month you'll get a ziplock freezer bag stuffed with 6 lbs of such unique delicacies as:

Hog Chowder Roast  
Breast of Penguin  
Hickory Smoked Weasel  
Elephant Trunk Patties  
Tongue Cheese  
Ground Newt Chuck

Hand-Strangled Veal  
Giraffe Spotted Neck Medallions  
Aardvark Rump  
Smoked Aardvark Rump  
Aardvark Rump Round  
Aardvark Rump Square  
Aardvark Rump Chuck  
Chuck of Aardvark Rump

Bacon-Wrapped Gopher  
Organically-Slaughtered Turkey  
Marinated Monkey Tongue  
Head of Striped Horse (Zebra)  
Duck Edwing à la Orange  
Toe Cheese-Stuffed Platypus  
Lizards in Gravy  
Sliced Human Thumb  
Ballpark Franks  
**And more!**

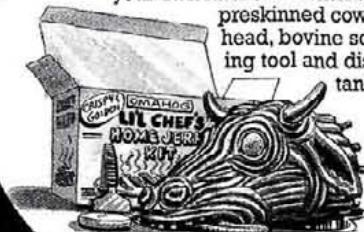
Remember, to join Omahog's International Meat of the Month Club you must ALREADY be an Omahog Meats By Mail customer. If you're NOT already an Omahog Meats By Mail customer, you may become an Omahog Meats By Mail customer by joining Omahog's International Meat of the Month Club. Members of Omahog's International Meat of the Month Club receive special offers NOT available to regular Omahog Meats By Mail Customers unless they are also members of Omahog's International Meat of the Month Club. If you're already an Omahog Meats By Mail customer, but NOT a member of Omahog's International Meat of the Month Club, you too will receive special offers NOT available to regular Omahog Meats By Mail customers, but NOT on the Omahog's International Meat of the Month Club official stationery.

**TO JOIN CALL 1-800-MEATS FOR ME!**

# OMAHOG CLOSE-OUT SPECIALS!

## LIL' CHEF'S® HOME JERKY KIT

Have fun and save money by making traditional Beef Jerky in your own kitchen! Kit includes preskinned cow's head, bovine scraping tool and disinfectant soap.



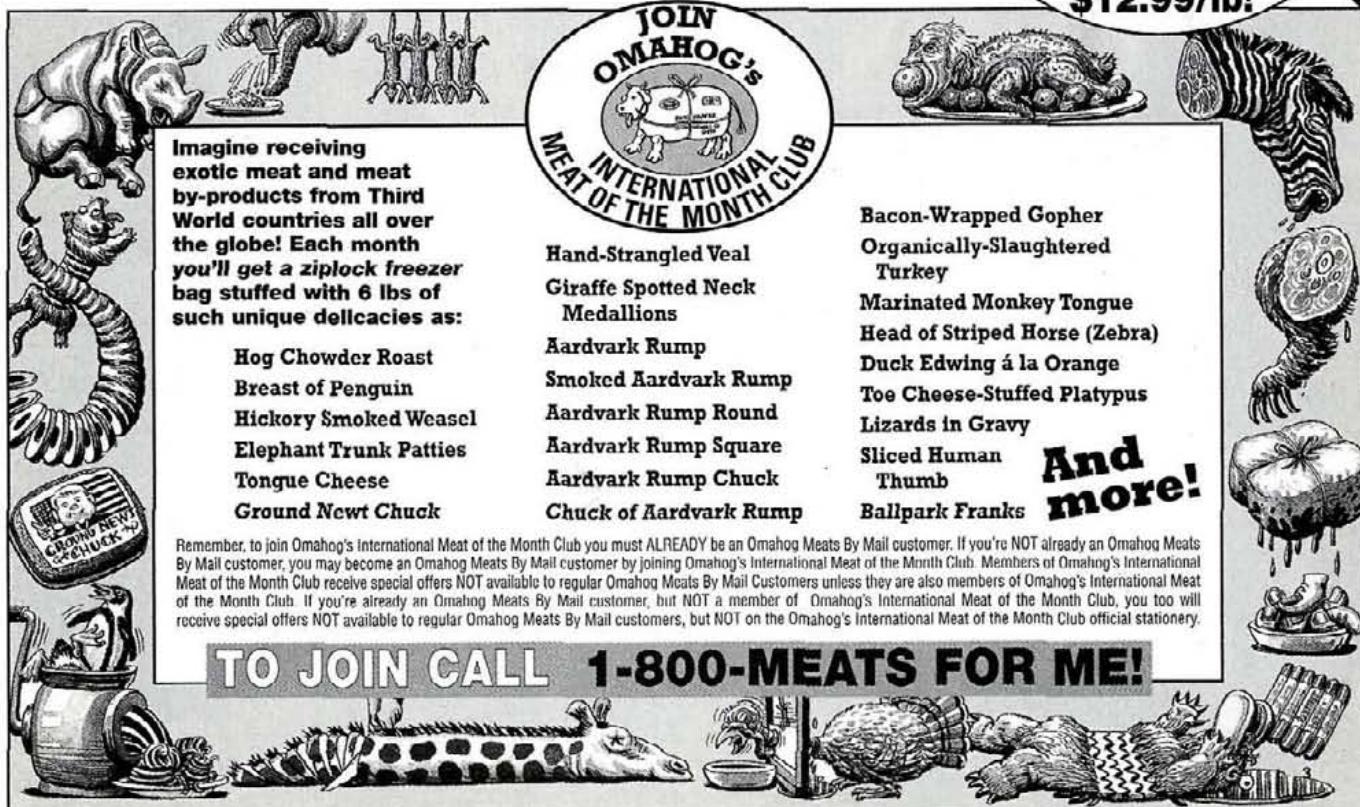
\$49.95/kit!

## MASTER BUTCHER'S SELECT® PREMIUM AGED BEEF

This prime cut of top quality meat was discovered by our cleaning lady behind a filing cabinet. Marinated at room temperature in its own juices for 16 months!



\$12.99/lb!





GRIEVING LAS VEGAS DEPT.

# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line  
on how one of today's biggest stars will go to the Dark Side!

THIS MONTH'S BANTHA FODDER TO BE:

ARTIST: HERMANN MEJIA  
WRITER: MIKE SNIDER

## GEORGE LUCAS

### CAUSE OF DEATH

Smothered in hugs and kisses at  
toy manufacturers' convention

Executed by mob of nit-picking  
*Star Wars* nerds over mistakes, plot holes  
and logic inconsistencies in first trilogy

Bludgeoned to death by embittered  
Mark Hamill for not giving him  
even a bit part in the new trilogy

Fatal skin rash from wearing the  
same plaid lumberjack shirt since 1975

Excessive worrying about availability  
of financing for next film project

### ODDS

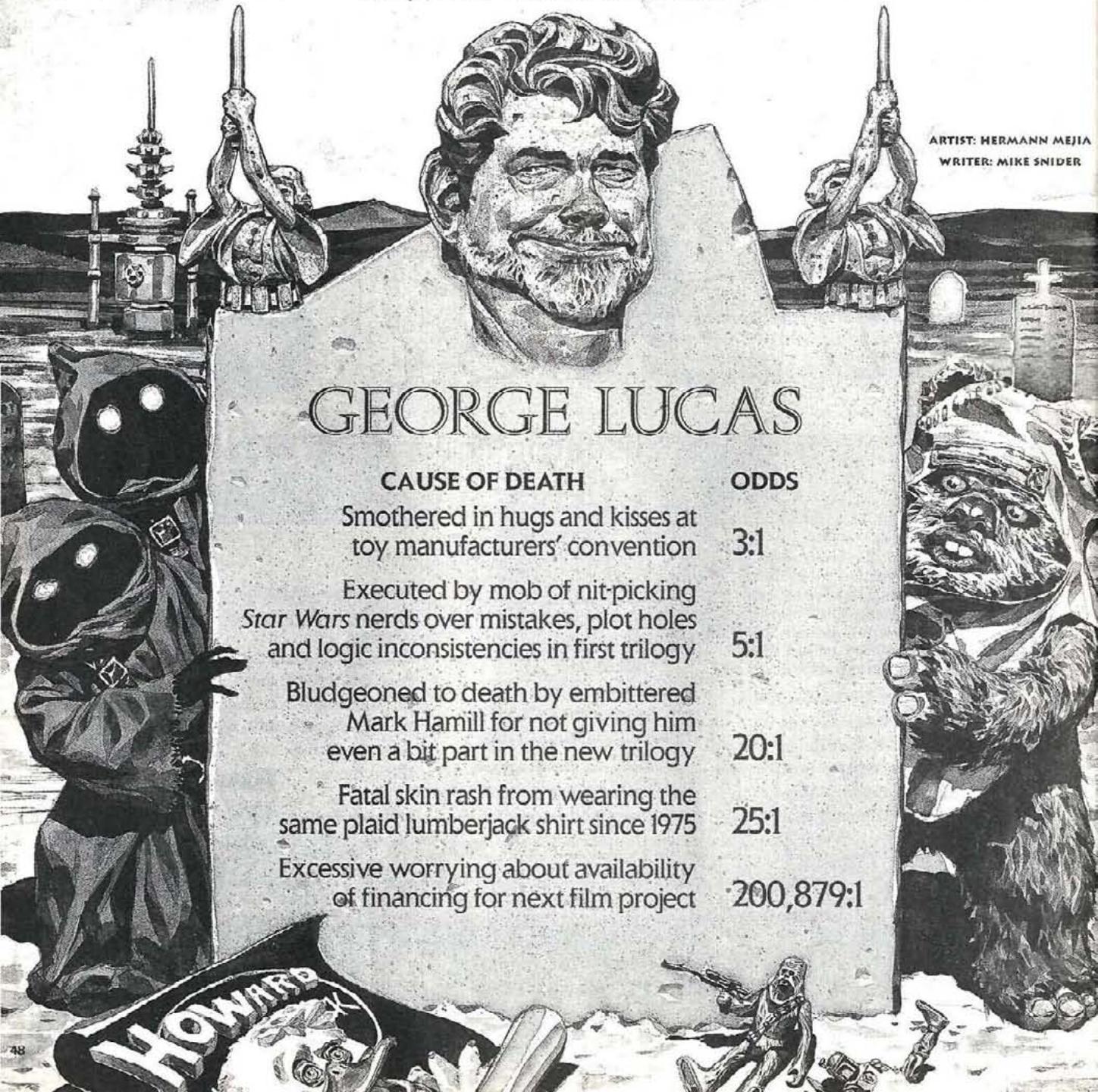
3:1

5:1

20:1

25:1

200,879:1



WHAT EAGERLY  
ANTICIPATED  
EVENT IS  
FINALLY  
UPON US?

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN**

There are few events that manage to excite people all over the world. Even major holidays like Christmas or Passover do not apply to all cultures. But there is one occurrence that is universally celebrated. To find out what this event is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



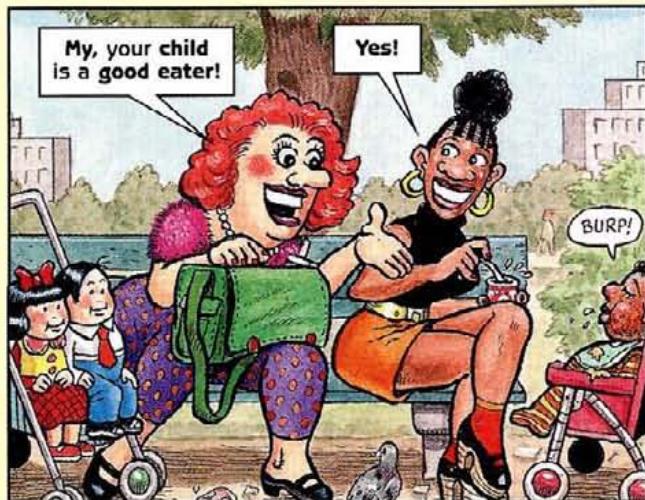
THE LONG AWAITED DAY FINALLY ARRIVES AND VAST  
DELEGATIONS OF KIDS REJOICE. THEIR WAY OF  
CELEBRATING IS LEGENDARY. ON EVERYONE'S  
SCHEDULE THIS IS ONE EVENT THAT'S VERY COOL

A

ARTIST AND WRITER: AL JAFFEE

B

# The Morning Feeding



STAR WARS PHANTOM MENACE #2 of 2

**MAD** IND <sup>®</sup>

COVERS!  
collect  
them  
both!



#383 JULY 1999 \$2.95 CHEAP!



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